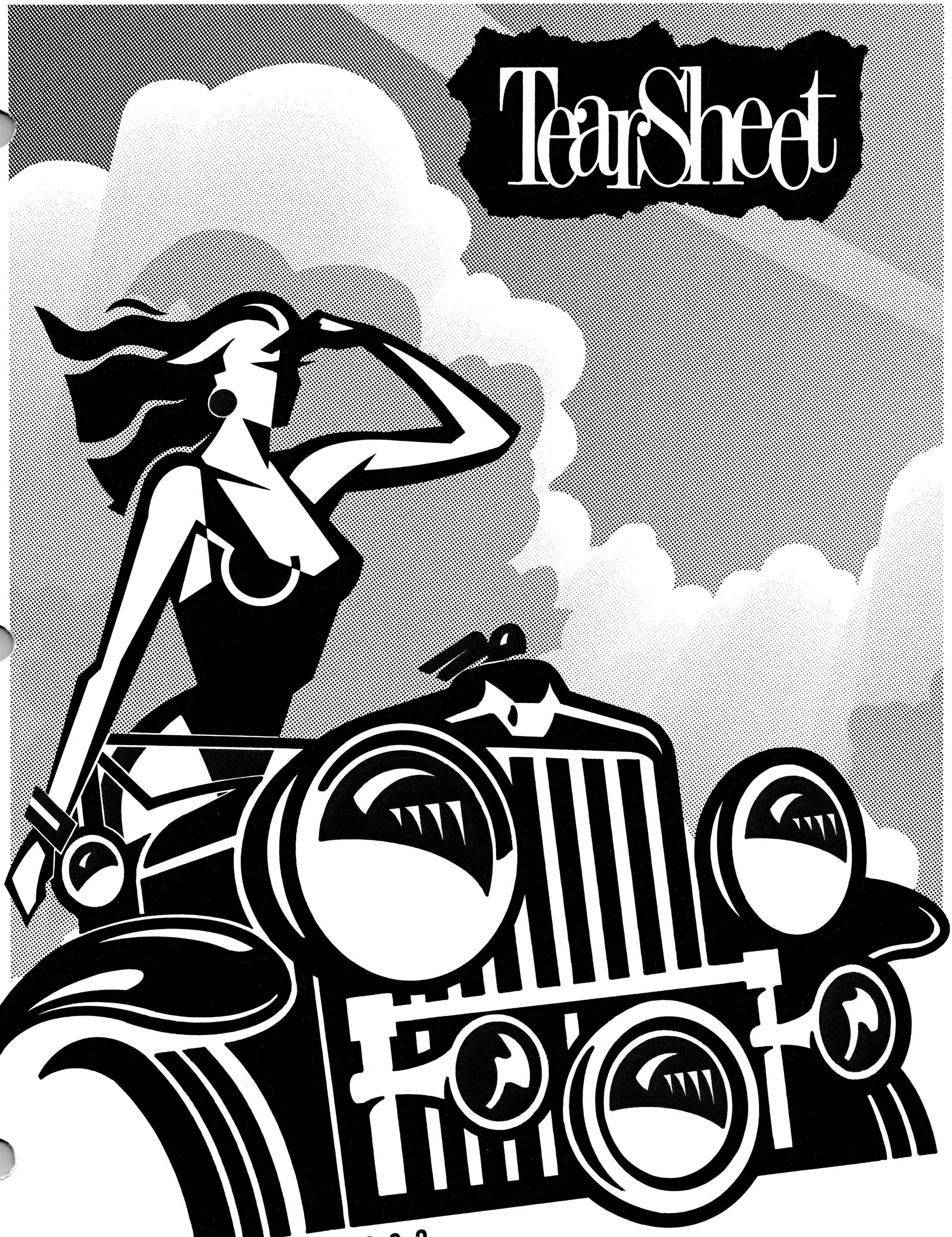
TearSheet

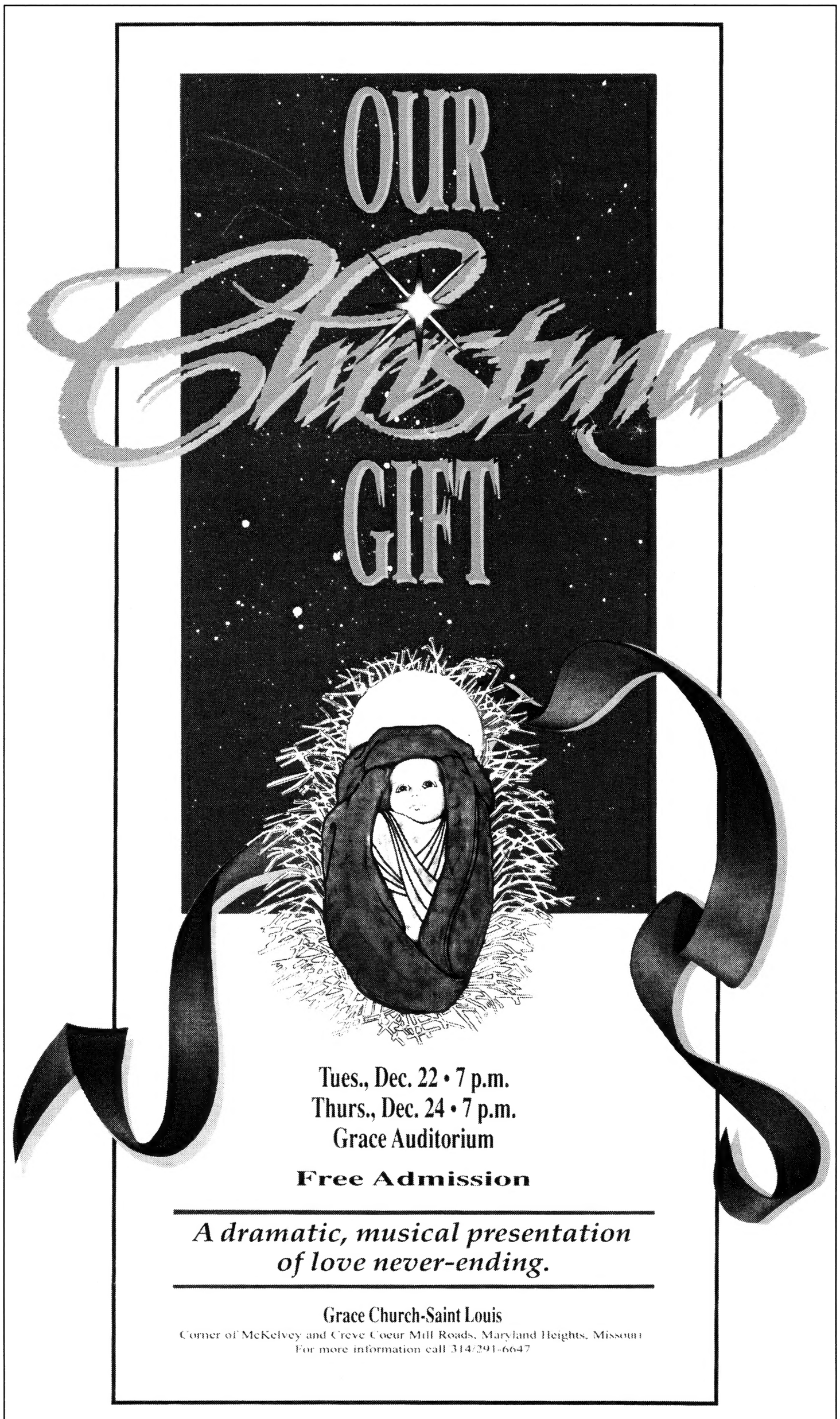


April 1993

Case Histories

Theresa Lintzenich
Graphic Designer
GRACE CHURCH-SAINT LOUIS
2695 Creve Coeur Mill Rd.
Maryland Heights, MO 63043

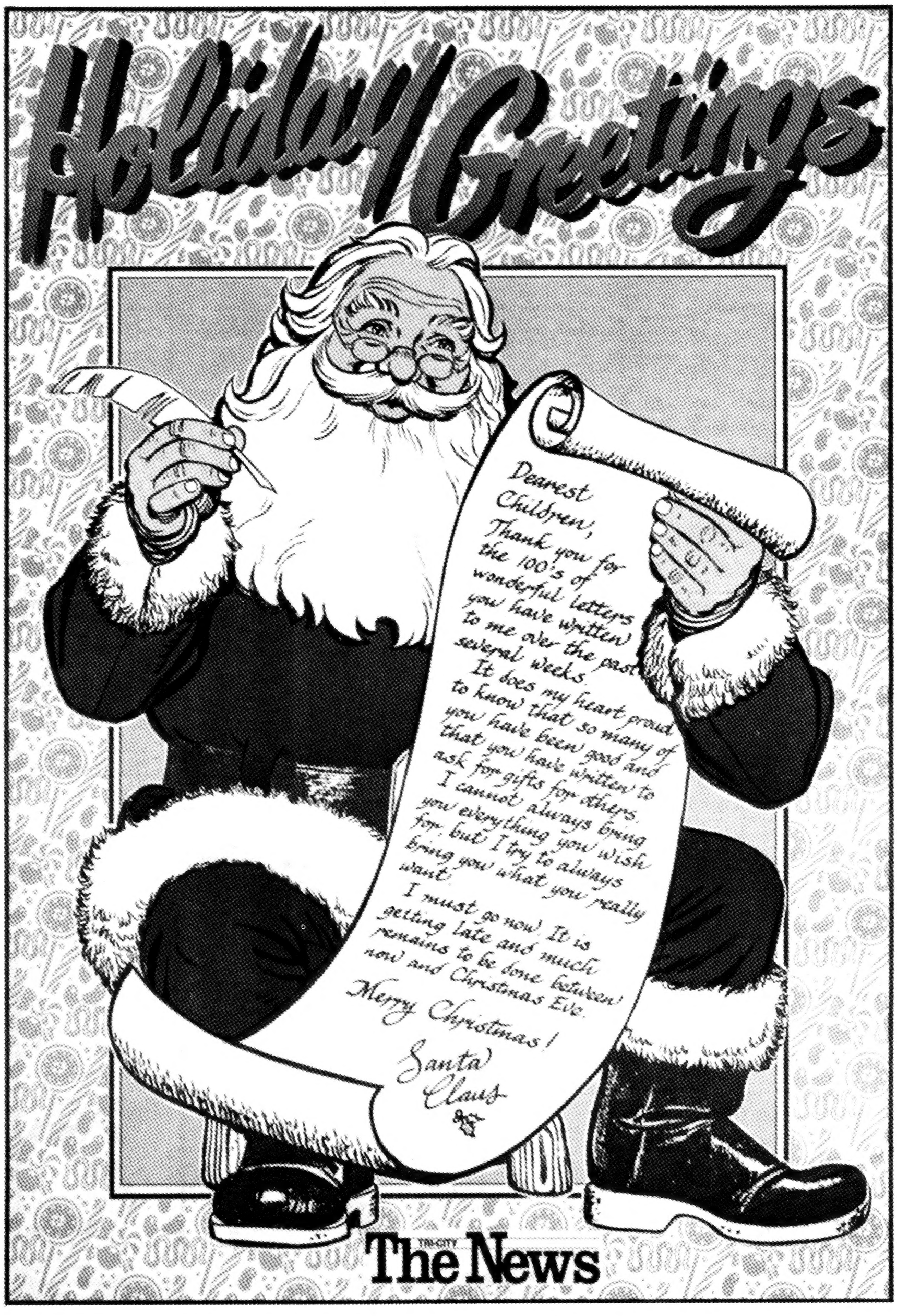
Script "Christmas" lettering from December 87 *PMS*, page 22, added to *Clipper* art spots to create holiday poster for music program. "Treasures" removed from lettering. Baby Jesus in manger from September 85 *Clipper*, page 4, and ribbon (lifted from gift box) from September 84 *Clipper*, page 9. Printed in green, blue, and coral.



Case Histories

Tammy Pilon
Graphic Artist
THE TRI-CITY NEWS
1405 Broadway St.
Port Coquitlam, BC V3C 5W9

Clipper candy texture creates a sweet border for *PMS* Santa on tab cover. Texture from September 91 *Clipper*, page 21, Santa from December 86 *PMS*, page 2. Names removed from Santa's list and replaced with text of Santa's "letter." Candy texture printed in screen of black, Santa printed in red and white, and headline printed in bright green.



Case Histories

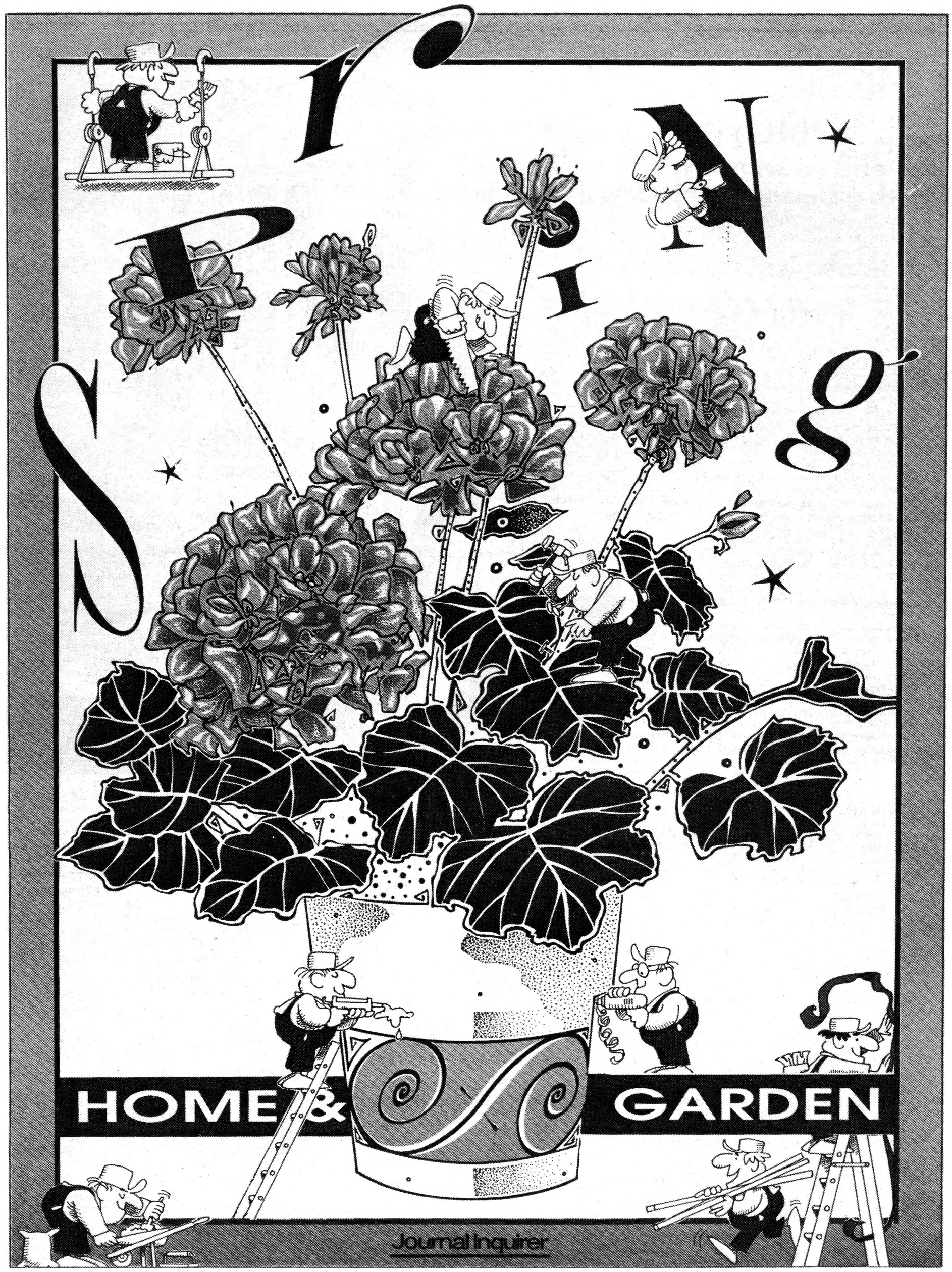
Teresa Royall
Staff Artist
LUBBOCK AVALANCHE-JOURNAL
P.O. Box 491
Lubbock, TX 79408

Cellular phone proclaimed "Pick Of The Patch" with addition of melon art from August 92 *PMS*, page 10. Art enlarged, cropped, and centers removed from blossoms to create area for copy. Printed in black on newspaper stock.

Case Histories

Steven Douglas Chandler
Graphic Designer
JOURNAL INQUIRER
306 Progress Dr.
P.O. Box 510
Manchester, CT 06045-0510

Chandler had a cover all set to go when a last-minute color change was requested by an advertiser. Geraniums from April 92 *PMS*, page 10, worked perfectly with the requested color (red). Diamonds removed from black bar at bottom of art, bars extended, and type added. Workmen from February 92 *PMS*, page 19, ready-to-go ad frame added.



Case Histories

Trish Kabus
Graphic Artist
THE ST. AUGUSTINE RECORD
154 Cordova Street
St. Augustine, FL 32084

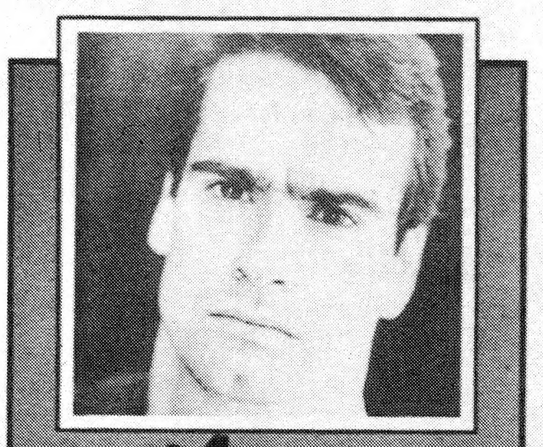
PMS art performs particularly well on 1993 Predictions newspaper magazine cover. New Year's baby from January 93 *PMS*, page 6, was enlarged and placed over type. Kabus said, "Everyone was happy with the 1993 Predictions cover, which I could have predicted. Thanks *PMS*!"

Compass

Charting your course along The First Coast

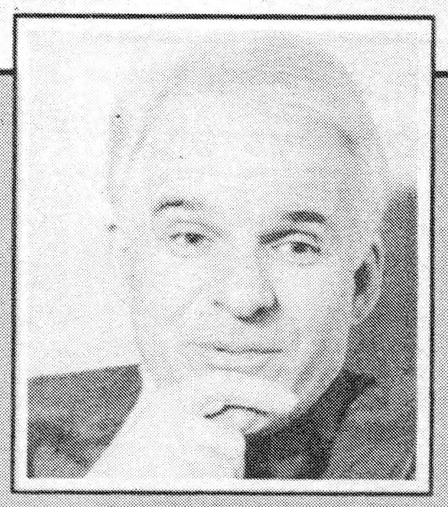
First Person

David Baker 4



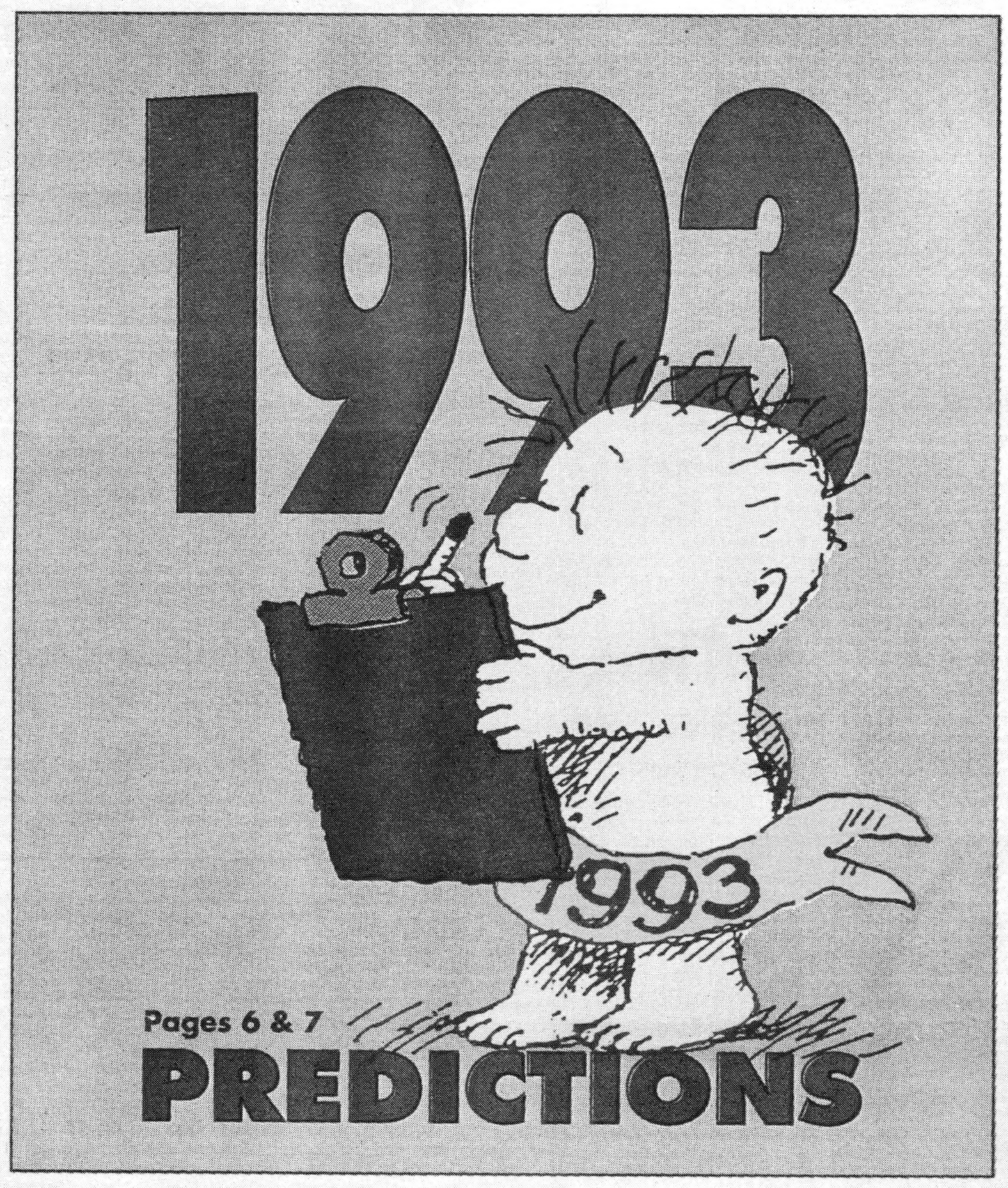
Music

Henry Rollins
Rollins Band 9



Movies

Steve Martin
In 'Leap of Faith'
5



Pages 6 & 7

PREDICTIONS

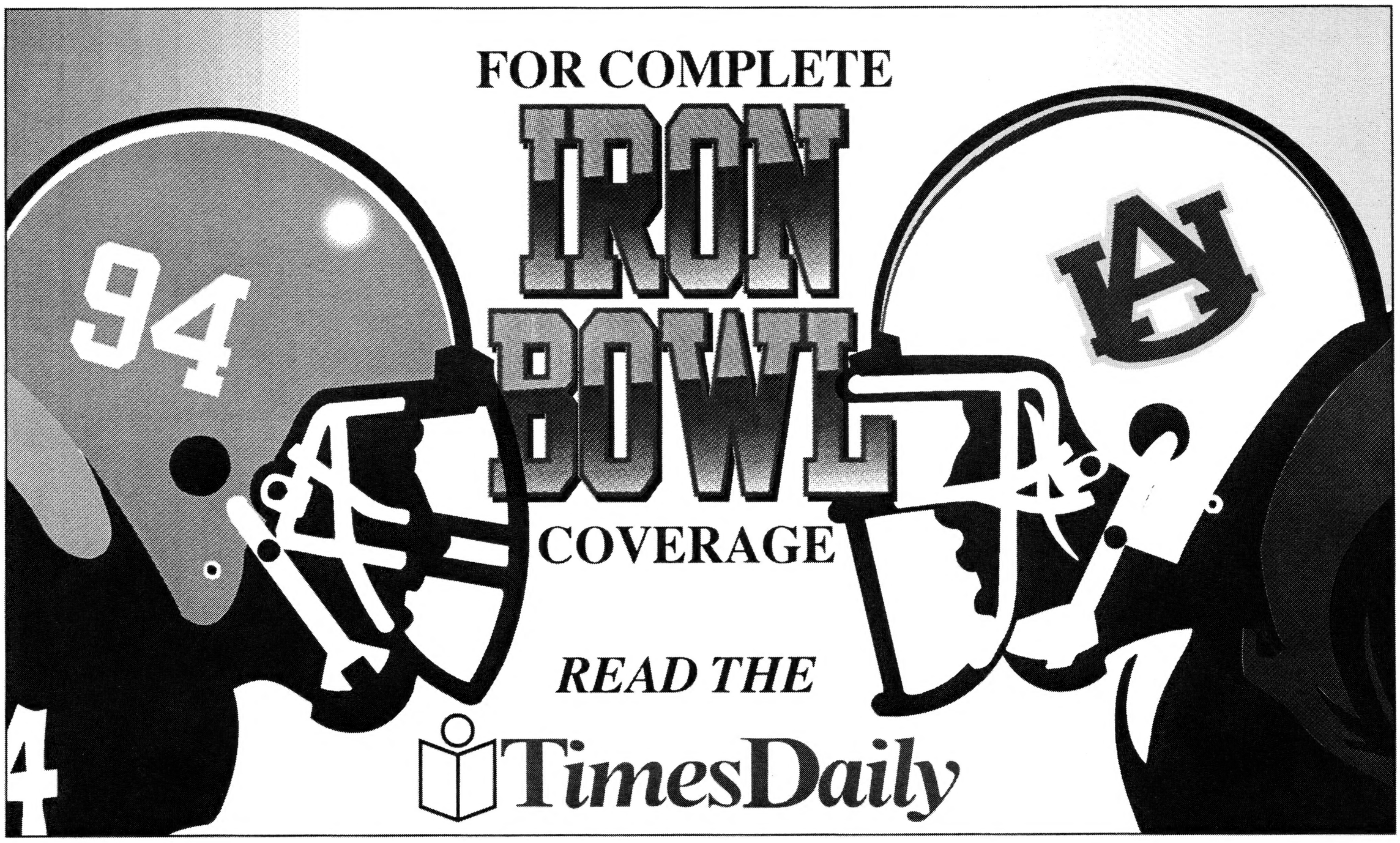
Predictions for 1993
by knowledgeable
resident

See story pages 6/7

Case Histories

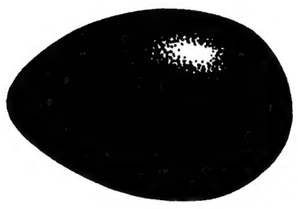
Steve Antley
Graphics Editor
TIMESDAILY
219 W. Tennessee St.
Florence, AL 35630

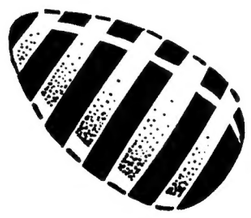
Football players lifted from August 88 *PMS*, page 20, ready-to-go ad frame, then scanned into a Macintosh® to create a 4-color rack card to promote coverage of the game. Elements removed from helmets to create room for team logo and number.

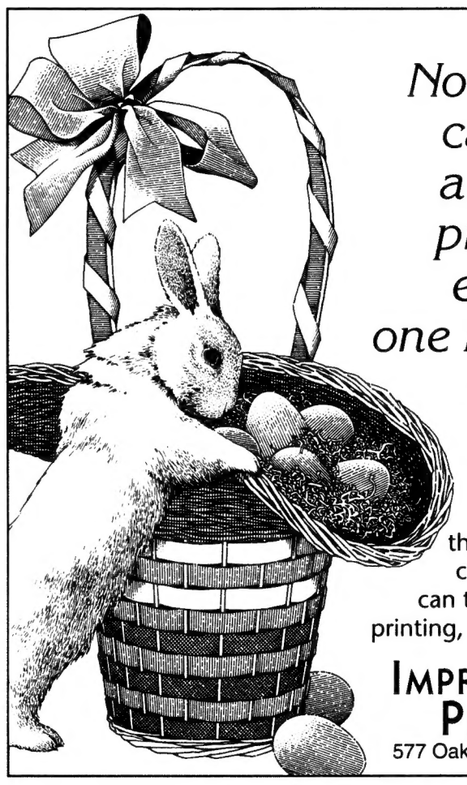


PMS COVER STORY:
Don't worry, the only April Fools you'll get from *PMS* are on this month's cover. Fools from page 12 slightly altered: fool at bottom had arm re-drawn to wrap around type, hand flopped for fool at top, and fool by date greatly reduced. Outline "PMS" lettering created from Futura Black by designer. Date is Clearface Bold Italic modified in Illustrator® 3.2. Printed in process colors on Carolina cover stock.

TRADE SHOWS:
This month Dynamic Graphics' representatives will be at **Iowa Newspapers,** Des Moines, IA, Apr. 1-2; **Printwear,** Detroit, MI, Apr. 2-4; **Graphic Arts Expo,** Fort Wayne, IN, Apr. 14-15; **T-shirt & Actionwear,** Atlantic City, NJ, Apr. 16-18; **International Sign Expo,** Las Vegas, NV, Apr. 28-May 2; **Midwest Graphics**, Minneapolis, MN, Apr. 29-May 1; **Apex,** Minneapolis, MN, Apr. 30-May 2.







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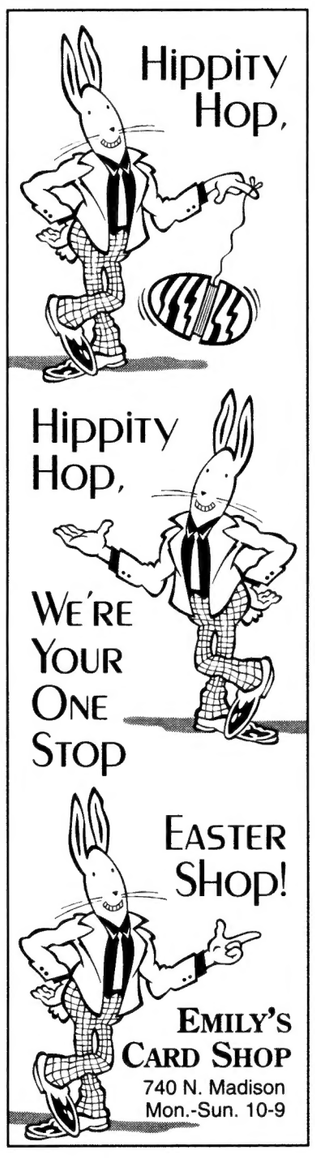

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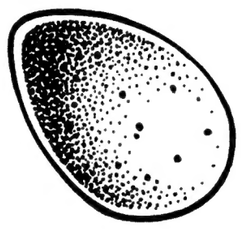

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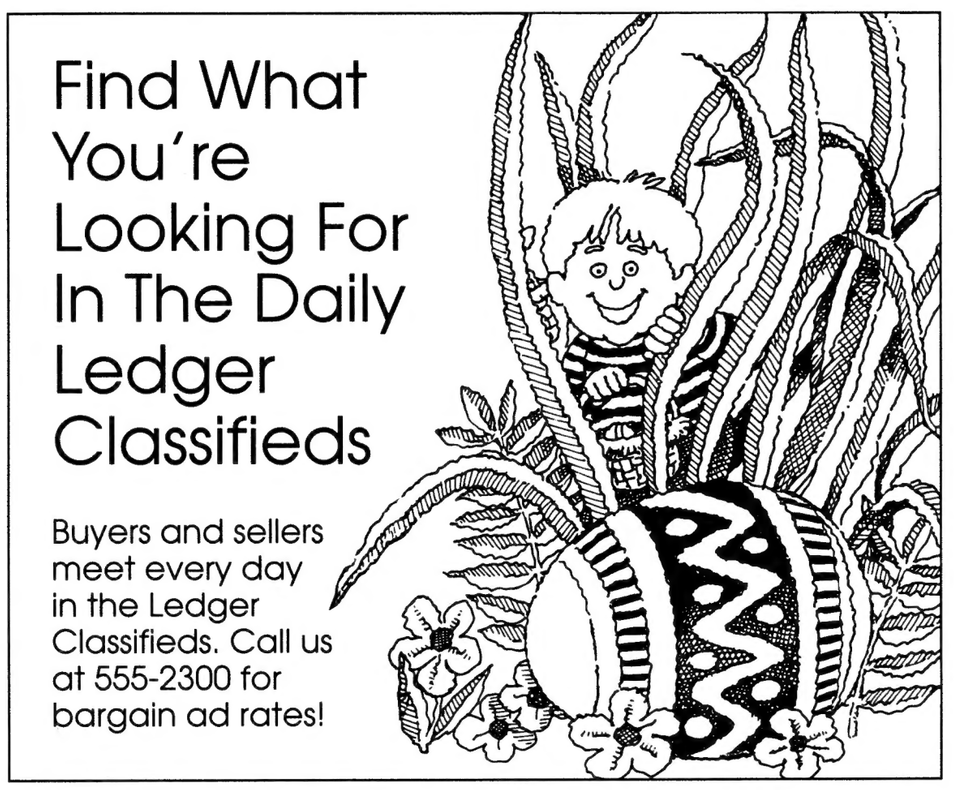

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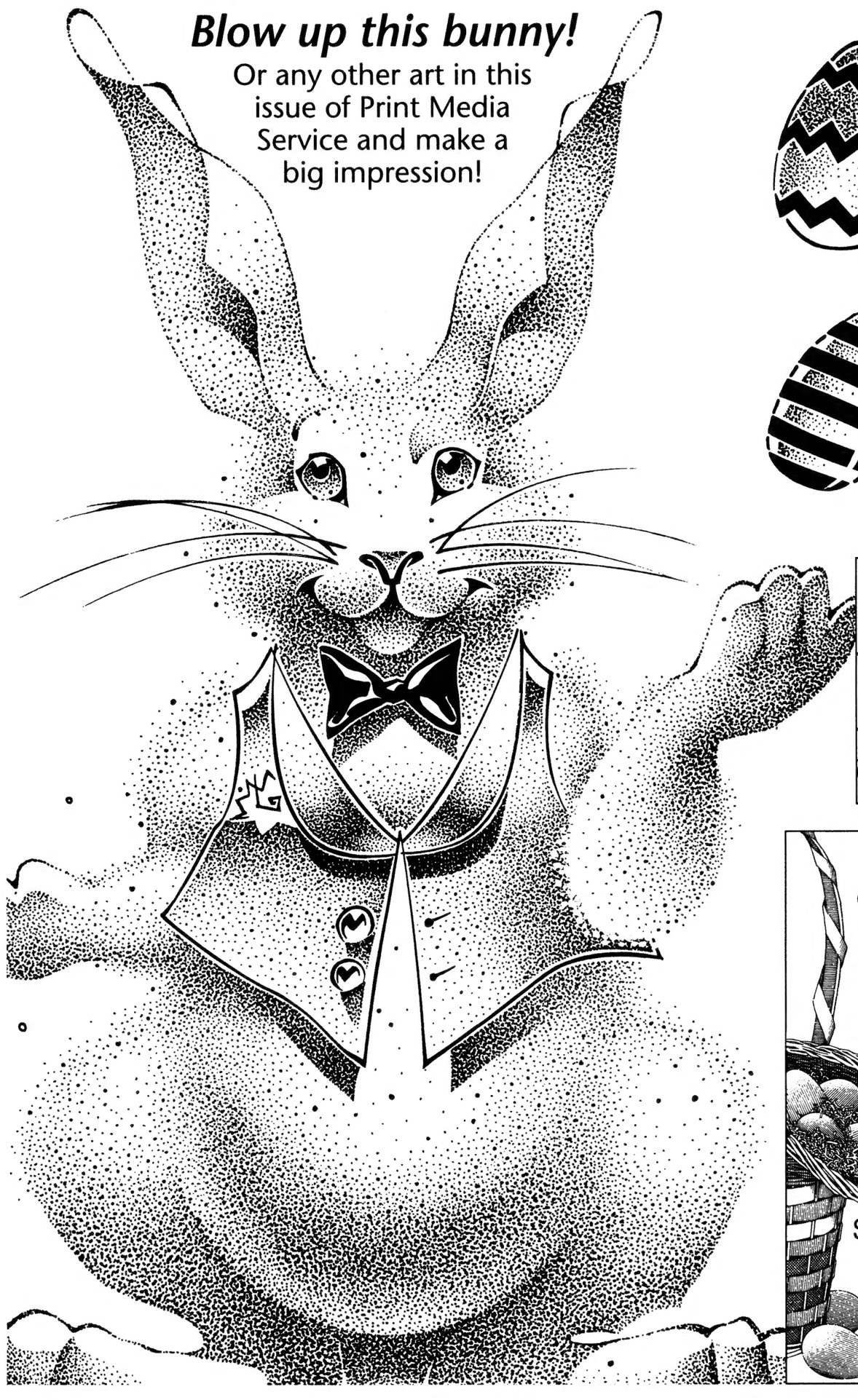

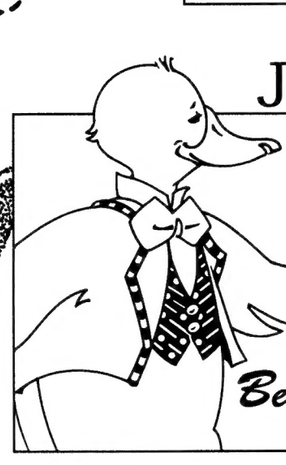

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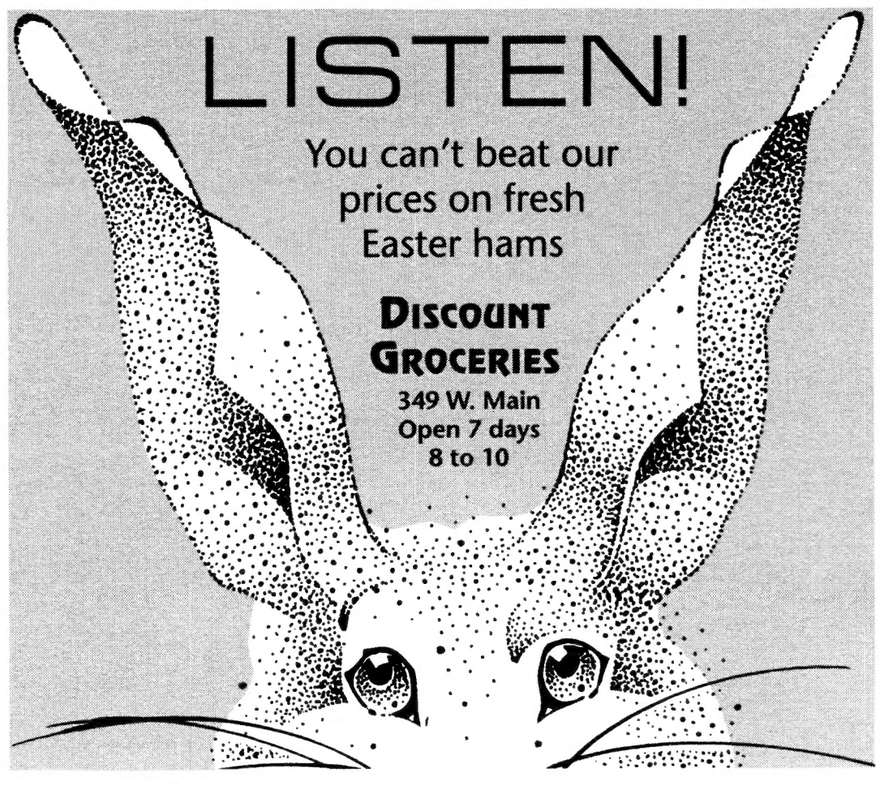

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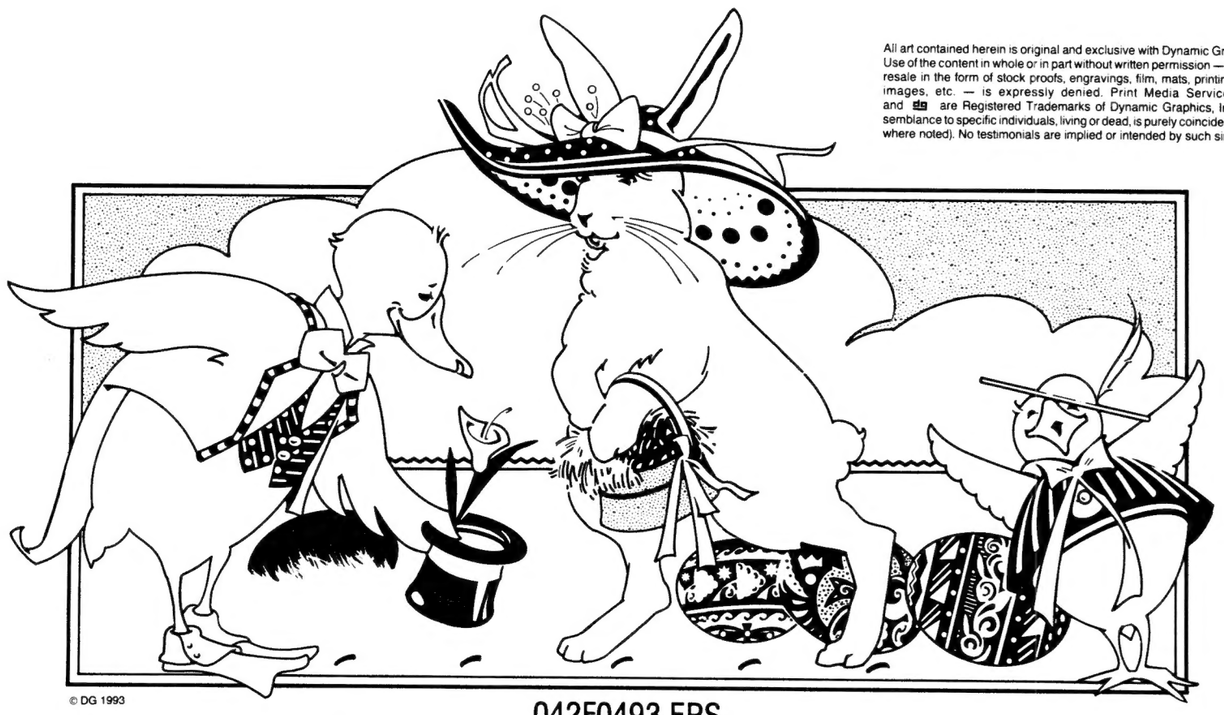

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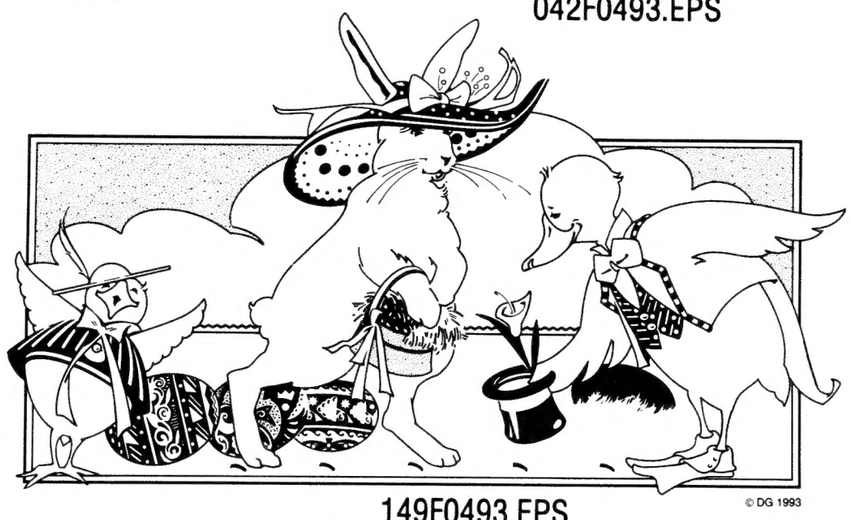

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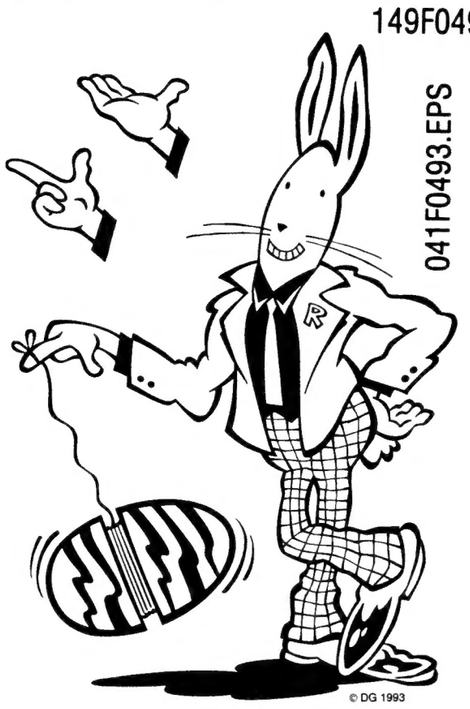

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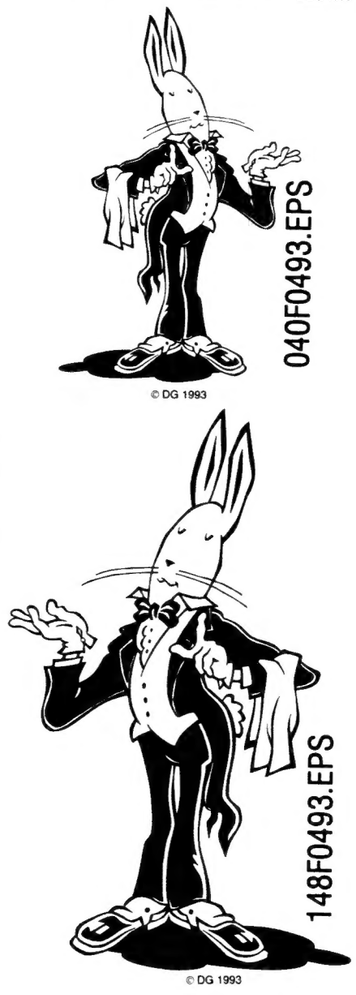

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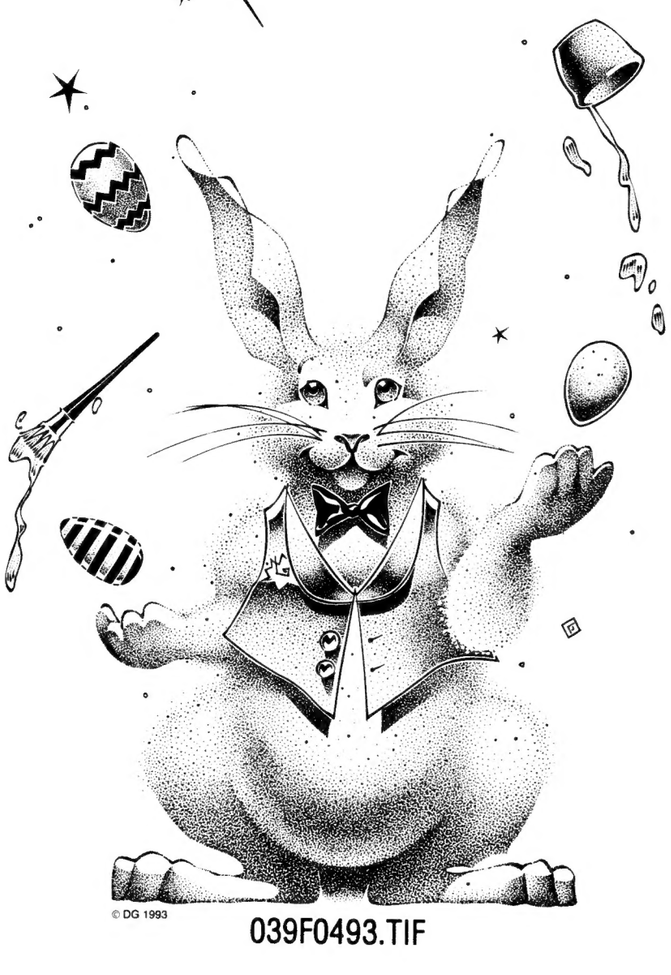

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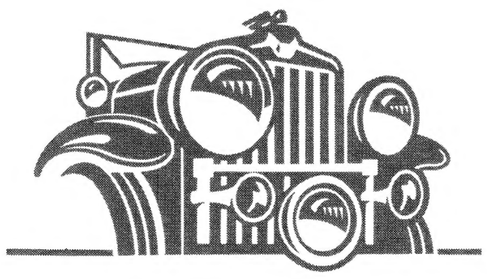
Note: Numbers identify images for Electronic PMS subscribers.

Timeless Elegance...



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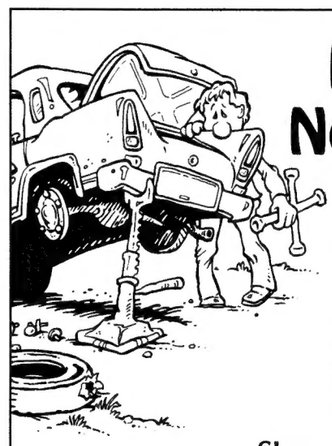

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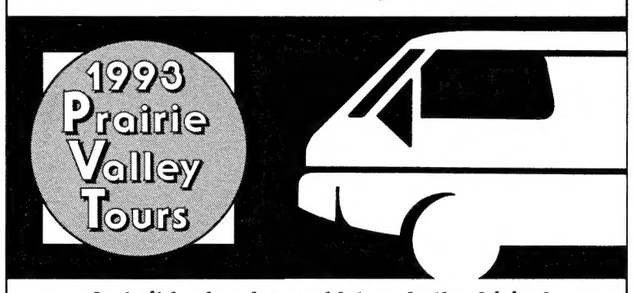

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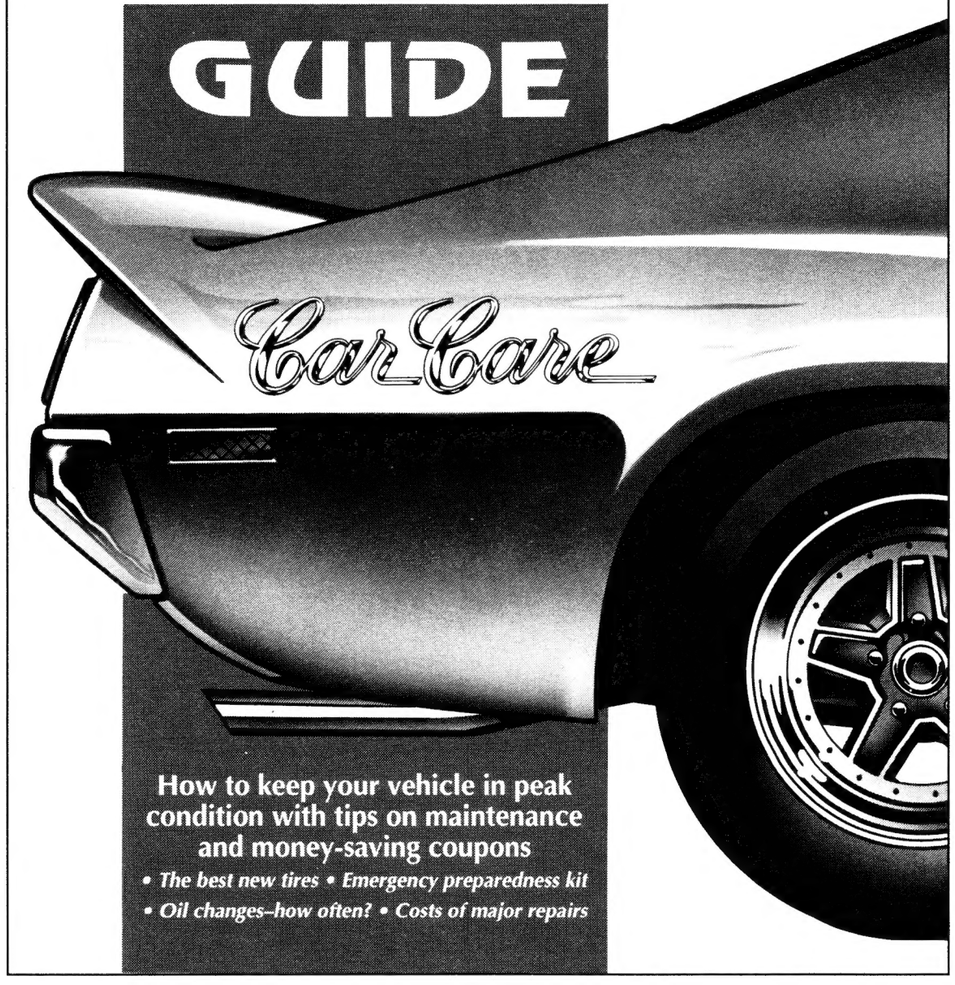
Supplement to the Times, Sunday, April 18, 1993

Car Care GUIDE



How to keep your vehicle in peak condition with tips on maintenance and money-saving coupons

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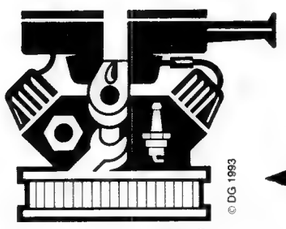

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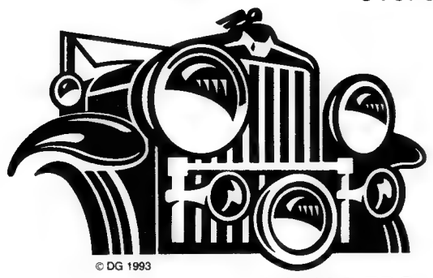

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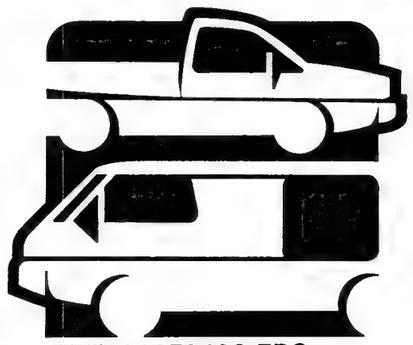

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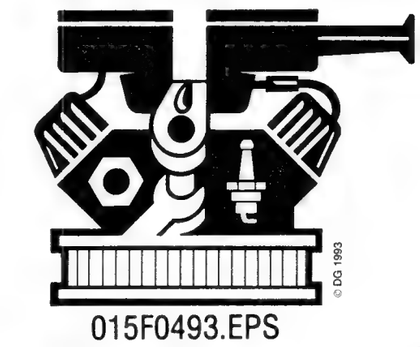

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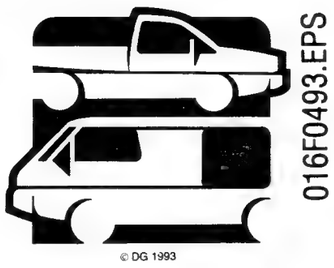

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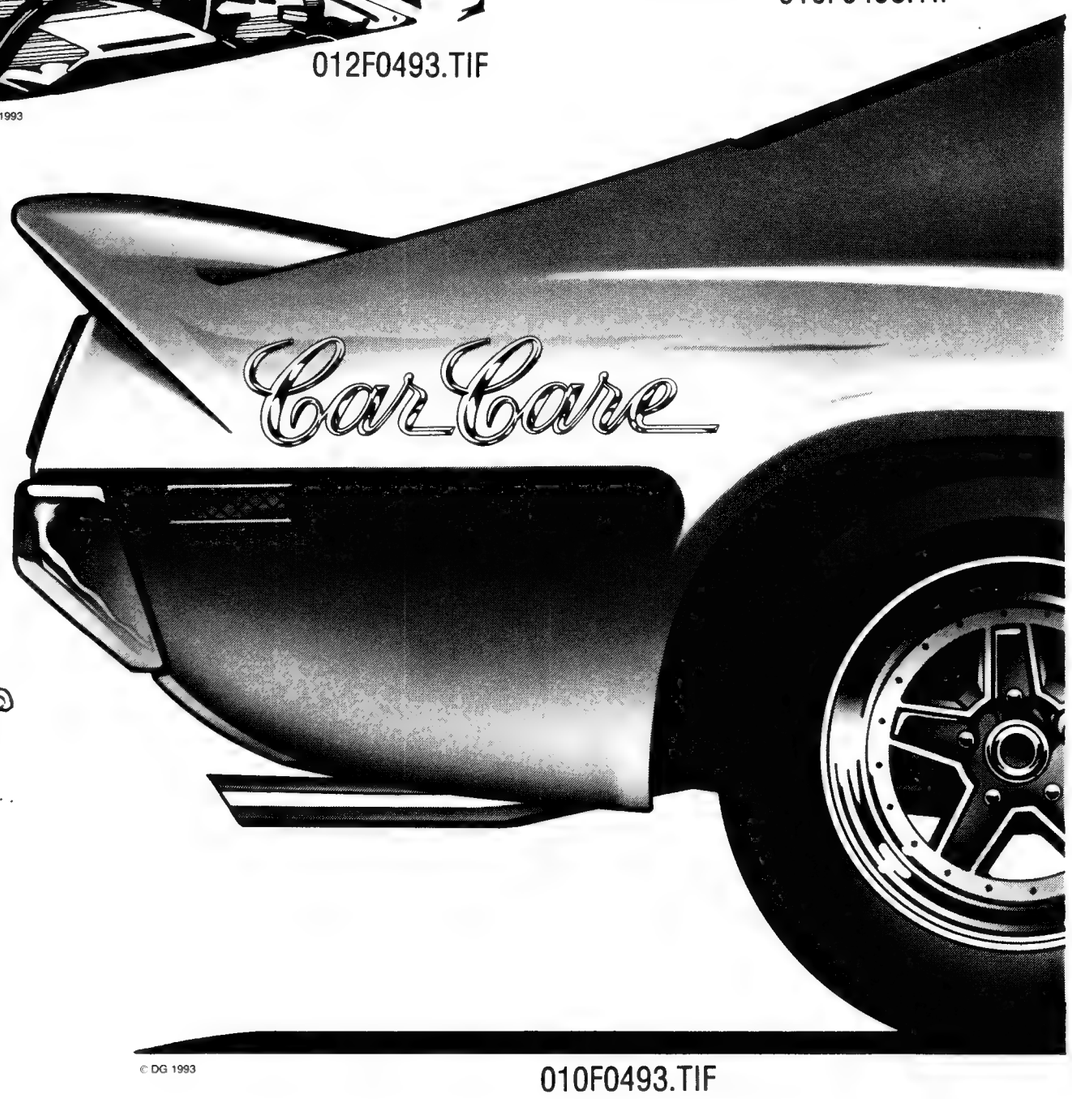

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Mortice May 90 PMS

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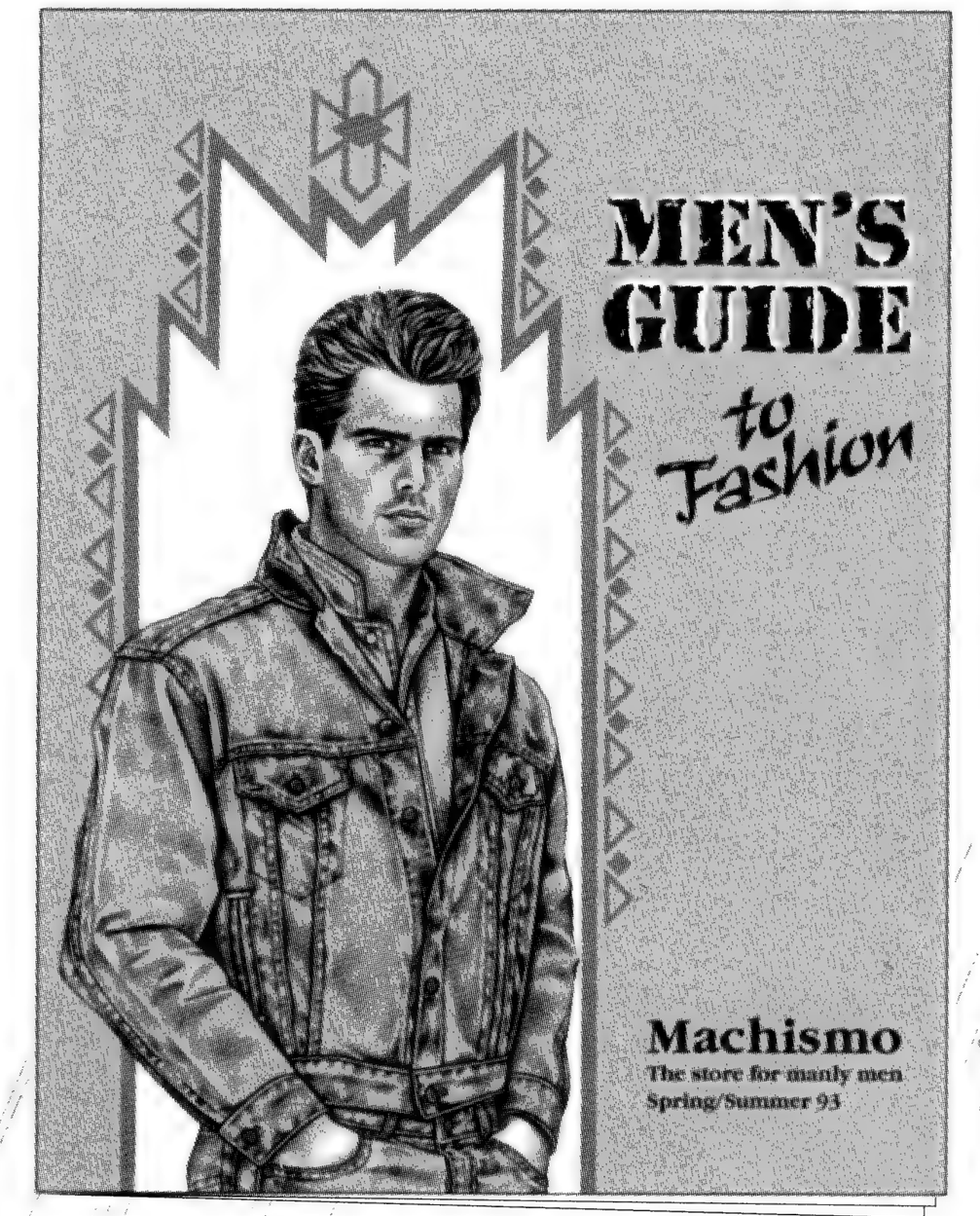

Men's Guide to Fashion

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The store for manly men
Spring/Summer 93

Hop To It

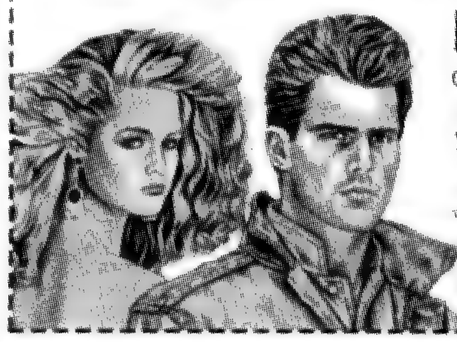
Our Storewide Spring Sale Ends Saturday

Don't miss the savings of up to 30% on all brass and pewter figurines, crystal clocks, Feldmont picture frames, porcelain candlesticks and more unique gift items.

Gifts Etc. 777 Mephisto Ave.

CUT & DRY

Get a Cut and You Get a Blow Dry FREE of charge!



Hair cut costs $10.00 (hair $30.95) with this coupon

Hair Design 2
Call 555-4511
119 N. Altmont

Look Ahead To A Great Summer

Shape-Up Classes Begin April 5, 1993

Don't wait! Sign up now for:
• Step Aerobics • Weight Training • Swimming • Nutrition Classes
Call 555-6447 or stop in at

Fit For Life
1990 S. Hampton St.

Duck and rain April 88 PMS

Treat Yourself To A Good Book

Assorted Books Are On Sale Now For

½ Price

Tasty treats for your mind:
• *Estimated Prophet* • *Mexicali Blues*
• *Terrapin Station* • *American Beauty*

The Book Nook 707 E. Main

Just In Time For Summer

★ ★ ★

Our Annual Summer Preview Sale

20% to 50% OFF

Save on cotton shorts, shirts, and skirts, casual silk outfits, rayon sundresses, swimsuits, cover-ups, and summer sandals thru April 30th.

Bergan Sax
Located in Crescent Mall

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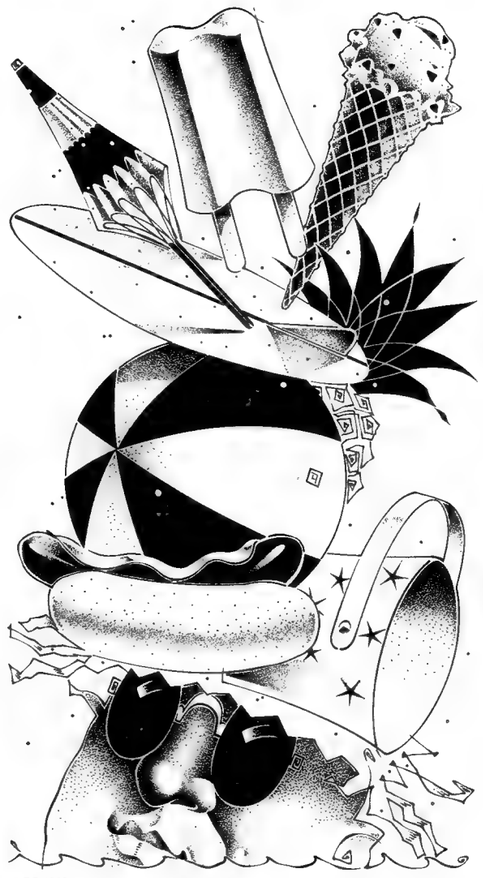

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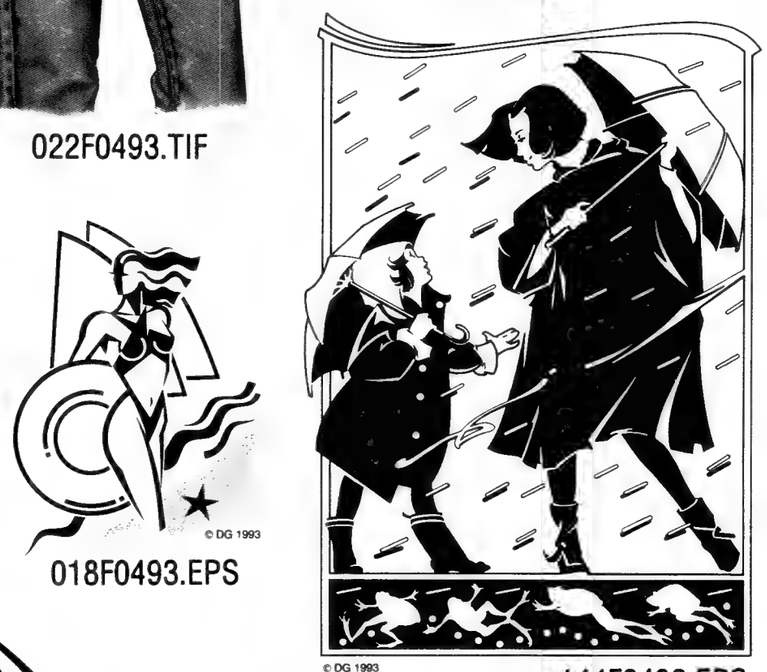

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All You Can Eat!

Every Friday Night from 4:30 to 9:00 PM

Savory selections for $5.99 per person. Choose from fresh, whole channel catfish or delicious flounder filets. Every dinner comes with your choice of potato, choice of fresh steamed vegetable, unlimited salad bar, and beverage.

Larry's Country Corner
367 N. Perry Ave. • Open Tues.-Sun. 4-10

Wake up and smell the coffee!

EARLY BIRD SALE

7:00 AM to 11:00 AM
Friday, April 16

Forrester Appliances
125 N. Western

KIDS Cooking Contest

"Everyone's a winner!"

All entries received will be published in a special cookbook section in next Sunday's Journal Gazette

---

Get in the swim!

Hurry! Slots for both day and evening league teams are filling up fast. So don't delay! Organize your team roster and sign up today!

Midvalley Bowl
2905 W. Gunther - 555-8583

Chef's Specials

WEDNESDAY
Fettucini Alfredo
THURSDAY
Broasted Chicken
FRIDAY
Red Snapper
SATURDAY
Spaghetti & Meat Balls
SUNDAY
Prime Rib Dinner

Choice of potato, salad, & drink

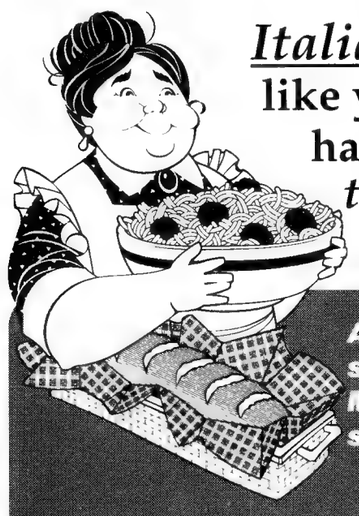
Willowood Restaurant
354 Willow • Open Mon.-Sun. 4-10 p.m.

Whether it's a big group or an intimate dinner for two, let us plan a menu that's perfect for you!

- Seminar Lunches • Anniversary Dinners
- Birthday Parties • Wedding Receptions
- Family Reunions • Business Luncheons

We specialize in custom bakery items.
We're located at 3846 N. Altamont Avenue.

Call 555-4957



Italian Cooking like you've never had it before- *the old world way!*

Authentic Italian specialties from Mama Leone's secret recipes

You haven't had Italian until you've had our delicious daily specialties. Your mouth waters when you taste wonderful dishes like fettuccini alfredo, linguine albanese, and veal parmigiana. Come see us soon!

Mama Leone's
6702 W. Madison • Phone 555-2375
Hours: Tues. thru Sun., Noon to 10:00

Supplement to the Journal Gazette, Sunday, April 18, 1993

KIDS Cooking Contest

Here are all the award winning kids recipes!

Prepare your favorites from entries like Goofy Jelly Jigglers and Peanut Butter Bash Birthday Cake

They're All Winners!

Home Style Cooking

24 Hours a Day!

Get the kind of food your mother would want you to eat. Warm, fresh-baked bread, soups, sandwiches, and dinners that taste like home cooking.

Lee's Cafe
364 Oak Rd. • Open 7 days

Italian Cooking like you've never had it before- *the old world way!*

Authentic Italian specialties from Mama Leone's secret recipes

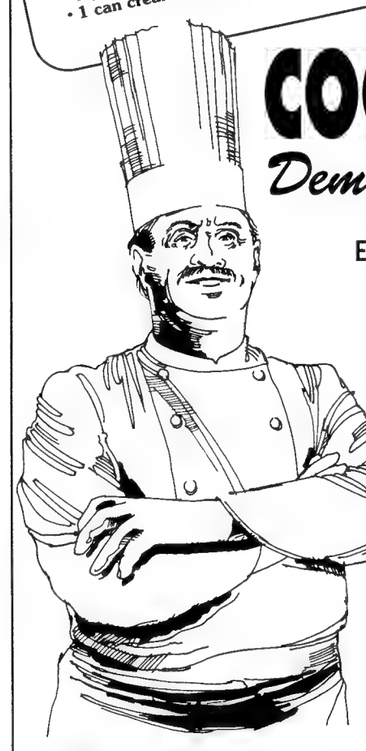
You haven't had Italian until you've had our delicious daily specialties. Your mouth waters when you taste wonderful dishes like fettuccini alfredo, linguine albanese, and veal parmigiana. Come see us soon!

Mama Leone's
6702 W. Madison • Phone 555-2375
Hours: Tues. thru Sun., Noon to 10:00

Beef Burgundy

Cut beef into bite-sized pieces. Do not brown beef. Mix soups, water, Burgundy, and mushrooms in 2-quart covered casserole dish. Add meat and mix thoroughly. Bake covered at 325° for 3 hours. Do not cut down on cooking time. Do not remove cover while cooking. Serve over hot egg noodles.

- **3 lb tenderized chuck steak**
- **1 pkg dry onion soup mix**
- **1 can cream of mushroom soup**
- **1-4 oz can mushrooms**
- **1 cup Burgundy wine**
- **1/2 can water**

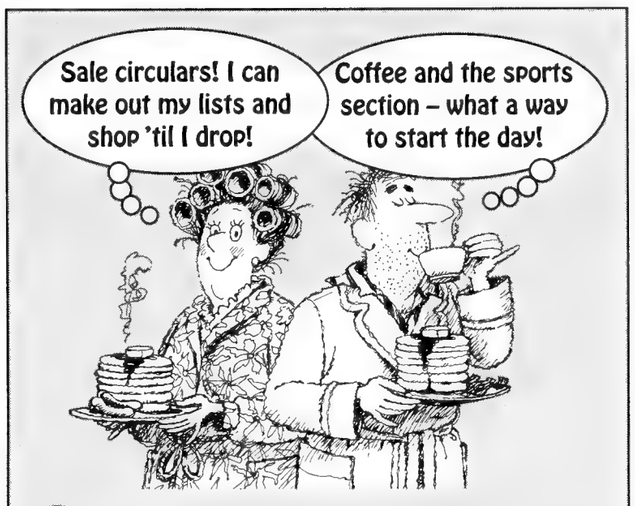


COOKING *Demonstrations*

Every Wednesday, from 1 to 3 p.m., Chef Jon will prepare one of his favorite recipes for you in the big pans at our deli. Sample his delicious creations and learn his helpful hints on how to become the master chef in your home.

You always find the quality brands you need at the best prices in town

Martin's Super Foods
Hours: Open 24 hours, 7 days a week
8925 W. Main Street • 555-FOOD



***Start your morning off right with the* Daily Pantagraph!**

Get all the latest news of the day *every day* for 20% less than the daily newsstand price.

Call 555-9476 for home delivery

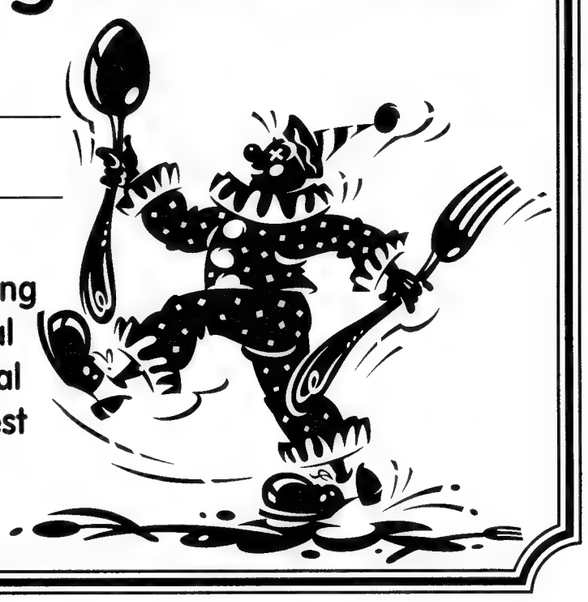
Cooking Certificate

awarded to

_____

_____

for your prize winning recipe in the Journal Gazette's 6th Annual Kids Cooking Contest
April 18, 1993



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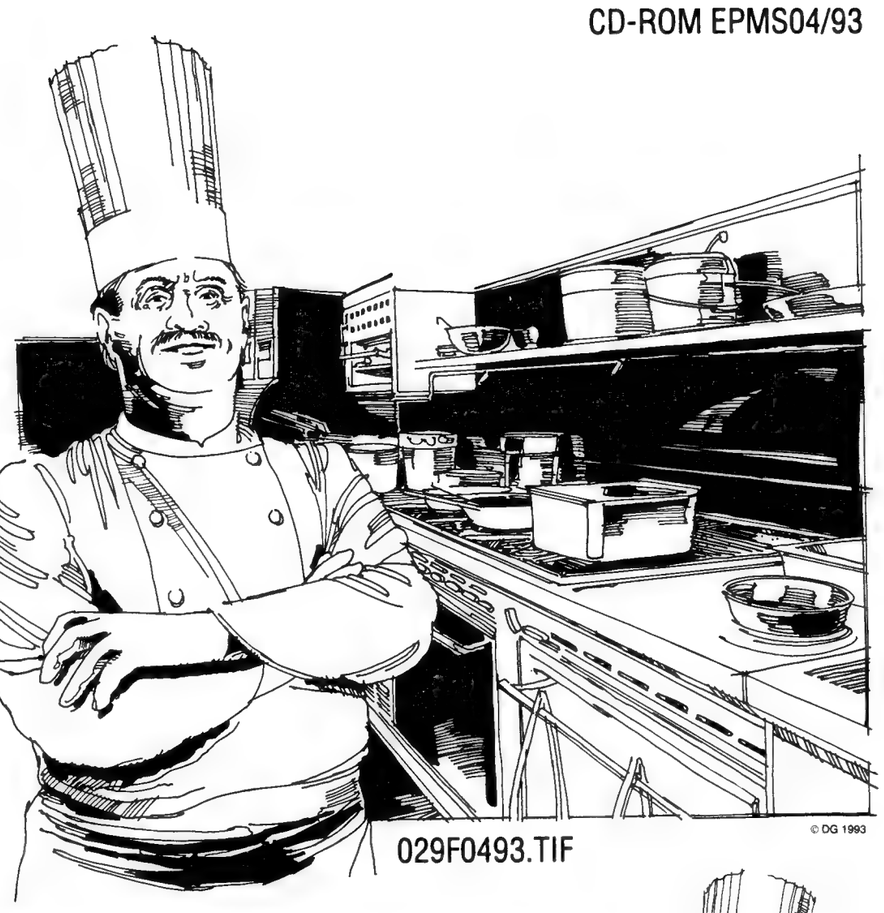
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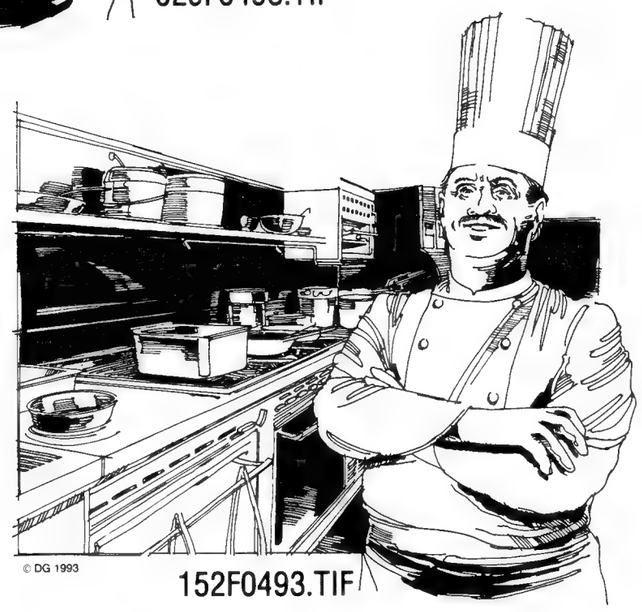
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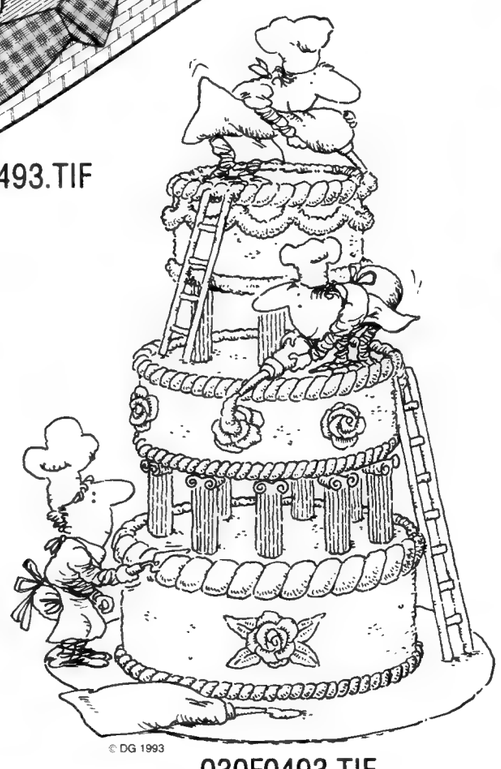
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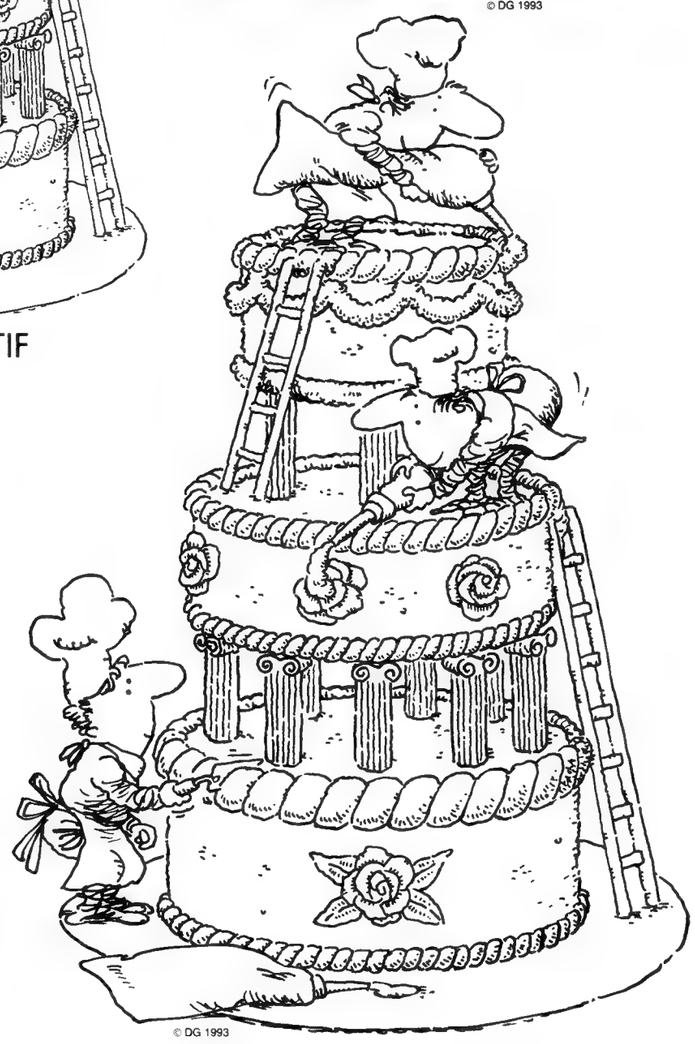
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"He Is Risen" April 90 PMS

Rising sun Mar. 91 PMS

HE IS RISEN

All are welcome to join in our
celebration and worship
Sunrise Service 6 a.m.
Easter Service 9:30 a.m.

Westminster Presbyterian Church

145 Highland Avenue
Rev. Philip Adams, Pastor

"Alleluia" April 90 PMS

Alleluia!

Join us as we celebrate
the resurrection of Christ.
Sunrise Service 6 a.m.
Sunday School 8 a.m.
Easter Service 9:30 a.m.

First Baptist Church

956 Chambers Street
Rev. Frank Smithfield

We Invite You To Worship at These Area Churches

"Happy Easter" Mar. 91 PMS

HappyEaster

Easter Sunrise Service 6 a.m.
Sunday School 7:30 a.m.
Easter Service 9 a.m.

TRINITY LUTHERAN CHURCH

744 Westphalia Ave.
Rev. Albert Frankel, Pastor

Headline Mar. 91 PMS

I am the Life

Holy Thursday – 7 p.m.
Good Friday – 3 p.m.
Easter Sunrise Mass – 6 a.m.

Easter Masses
8:30, 9:30, & 11 a.m.

St. Anne's Catholic Church

867 Tara Street • Father Gerald O'Hara, Pastor

Headline Mar. 91 PMS

REJOICE IN THE LORD

Easter Sunday
Sunrise Service 6 a.m.
Sunday School 9 a.m.
Easter Service 10:30

United Church of Christ

We invite you to

Rejoice!

Easter Sunrise Service 6 a.m.
Sunday School 8 a.m.
Easter Service
9:30 a.m.

Faith Bible Church

453 Ames Ave.

"Rejoice" April 90 PMS

HAPPY EASTER

The officers & staff at First National Bank extend our best wishes to the community for a wonderful Easter season. We will be closed Good Friday to allow our employees to attend services. We will be open Saturday, April 10th from 10-3.

First National Bank of West Haven

561 S. Main St. • 555-8764

Turn the holiday into a holy day. Worship at the church of your choice this Easter.

MEMBER FDID
Deposits insured to $100,000

"Happy Easter" Mar. 89 PMS

Palm Sunday Service

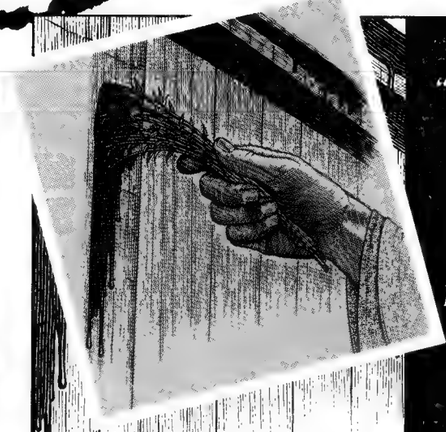
...when they heard that Jesus was coming to Jerusalem, they took branches of palm trees and went out to meet Him,

and cried out: "Hosanna! Blessed is He who comes in the name of the Lord!" John 12:12-14

Sunday School • 9 a.m.
Service • 10 a.m.
Brunch • 11:30 a.m.

Redeemer Lutheran Church

786 Greenview Avenue



"Remember this day, on which you went free from Egypt, the house of bondage, how the Lord freed you from it with a mighty hand . . ."

Exodus 13:3

Holiday Greetings from Sharfman Real Estate

1247 S. Chandler St.
555-6457

"Passover" April 87 PMS

PASSOVER

Greetings to all our friends

Richardson Insurance Agency

453 Market St.
Cloverdale
555-4536

Wishing you and your family a happy and joyous Easter holiday.

Duco Industries, Inc.

456 Green St.
555-7645

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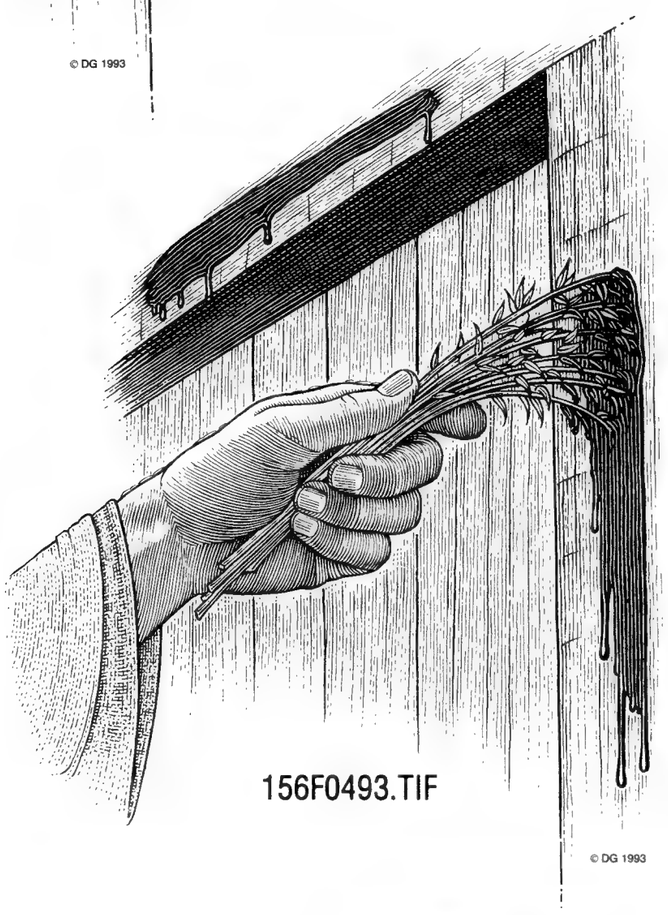

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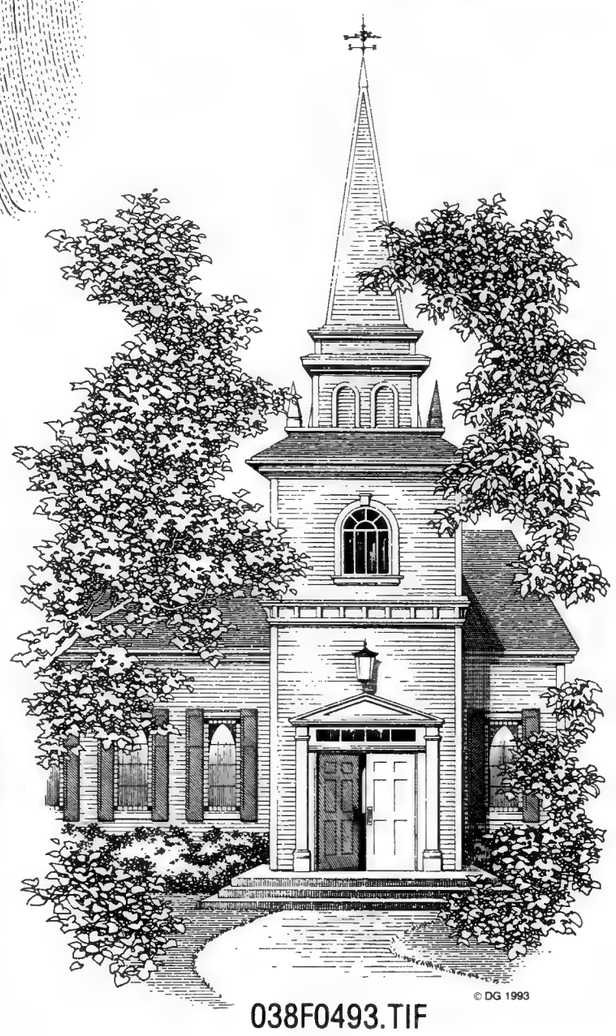

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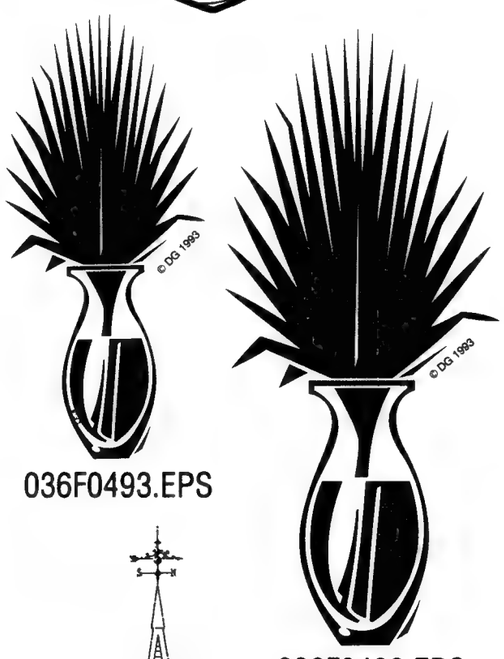

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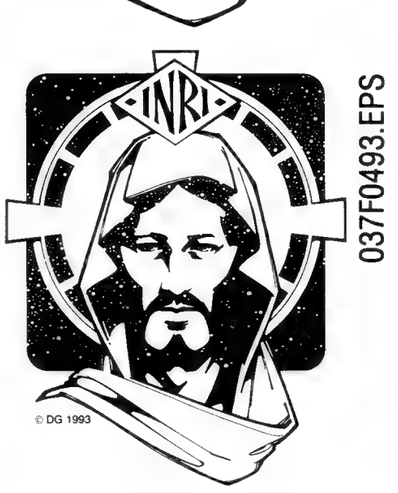

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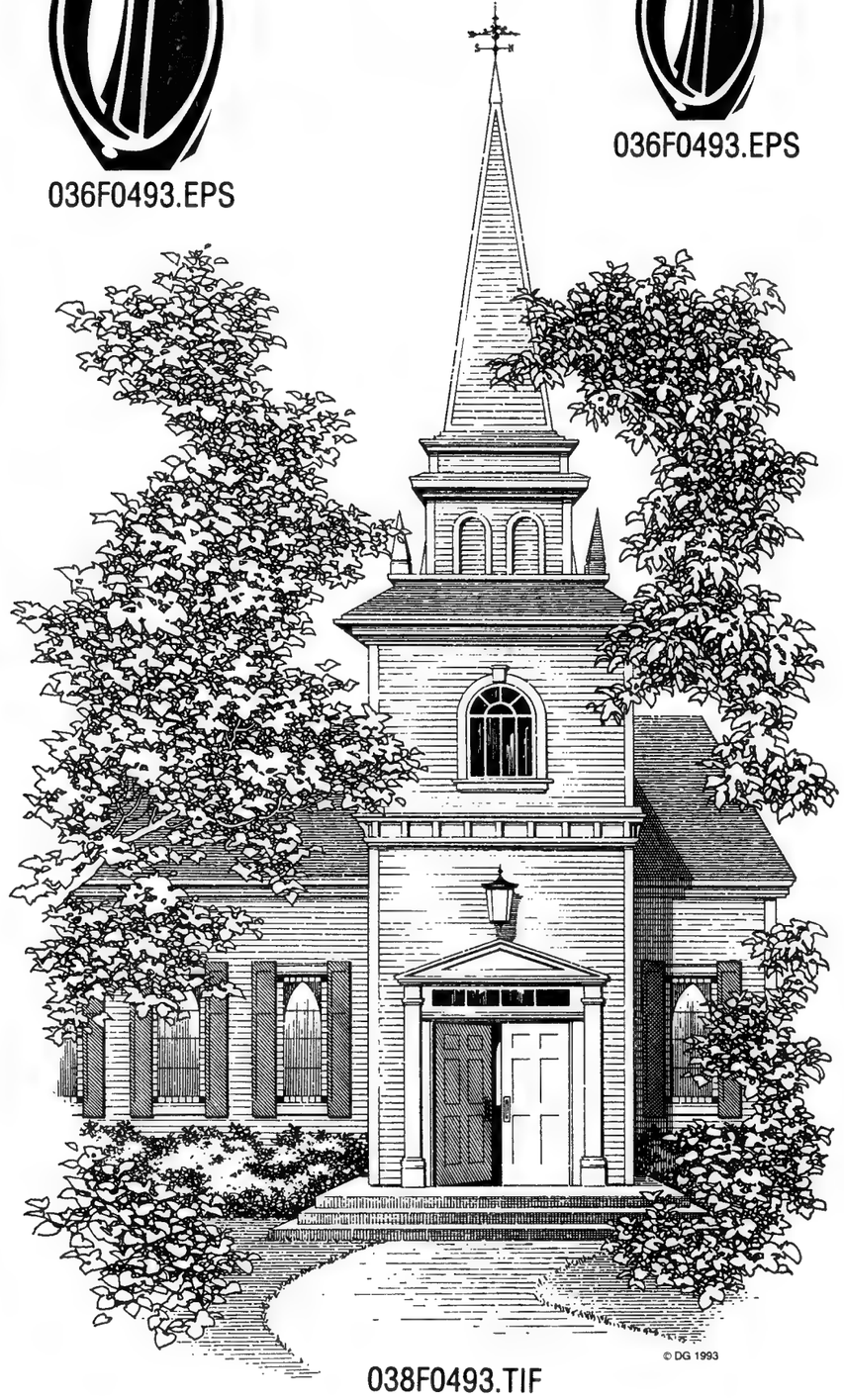

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April Fool Sale Apr. 88 PMS

APRIL FOOL SALE

Assorted Brenterman kits

Crafts.....30% OFF

Choose from a wide selection of craft kits with complete instructions
•Pre-stamped counted cross stitch • Solar photography • Potholder loom and loops • Beading loom and glass beads • Large and small lap looms and yarns

Loving to Learn brand

Toys.....20% OFF

Award-winning toys that will fascinate and educate your children
• Solar photography kit • Pinhole photography kit • Crystal radio kit • Beeswax candle dipping kit • Mini-parachute making kit • Stone sculpture kit

Come in today and see our new learning toy center with fun items that will teach your children as well as entertain them. Babysitting service is available while you shop.

The Learning Tree

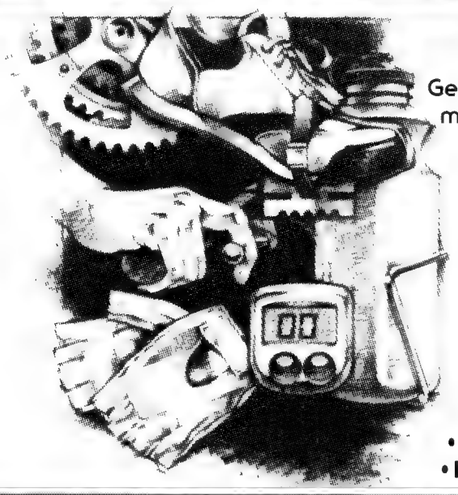
3078 W. Henry • Open Mon.-Sat. 10-9

A SALE WITH WHEEL APPEAL

All touring and all-terrain bicycles
Find the perfect bike for you from our wide selection of European touring and mountain bikes, all at savings of

20-30% OFF

• Prix LaTour • Road Master • Outerlands • Schwingster • Europa Tour Master Cannes



All cycling gear and accessories
Get the gear that can make the difference in your enjoyment and riding safety. All at incredible price reductions of

30-50% OFF

• Shoes • Jackets • Hats • Jerseys • Pants • Gloves • Helmets • Protective Pads

Metzger's Sports Center

6713 Northwest Carrington Avenue • Phone 555-7395 • Hours: 9:00 AM to 10:00 PM Daily

Save Now!

Stock up on the freshest, highest quality meats in town! Look at these deals!

U.S.D.A. Choice
Sirloin Steak
$3.98 lb.

Ground Beef	lb. $1.89
Pot Roast	lb. $2.98
Pork Steaks	lb. $2.79
Chicken Breasts	lb. $1.49
Italian Sausage	lb. $1.79
Swiss Steak	lb. $3.19

We deliver anywhere within a 10 mile radius. All meat is government Inspected and delivered daily to our store.

Sam's Meat Market
2090 N. Hamilton
Open 9 a.m. - 9 p.m.
555-7865

COME AND GET IT!

Save now on sure-fire cookout favorites!

Billingsley Foods

575 Wharton Ave. • Open 7 days, 7 to 10 • 555-9474

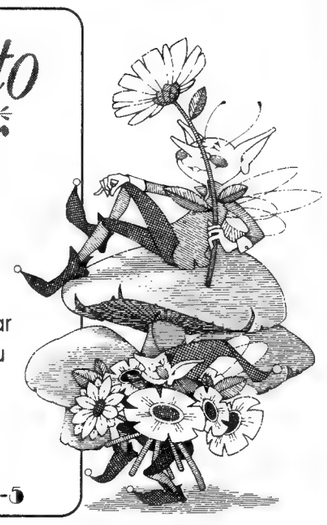
It's No Joke

You really can reach 50,000 readers when you place your ad in the Tribune Classifieds!

Call **555-3756** today
The Tribune Newspapers

"Spring into Summer" Apr. 90 PMS

Spring into Summer



Super savings on sunny spring and summer styles! Aisle after aisle of classy dresses, sharp suits, and fantastic footwear. Popular prices on all the things you need and so much more in every store!

Hampton Hall Mall
Mon.-Sat. 10-9, Sun. 12-5

April Fool's Day Sale

Thursday, April 1, 1993

Assorted kitchen linens and
Accessories

Dish drainers, salad spinners, kitchen towels, egg timers, and lots more!

20% OFF

Select small kitchen
Appliances

Choose from coffee makers, can openers, hand mixers, veggie steamers, and more!

30% OFF

The lowest prices on the best brands every day–we guarantee it!

Marshall's Department Store

487 N. Dayton • M-S 9-9

We've got your number!

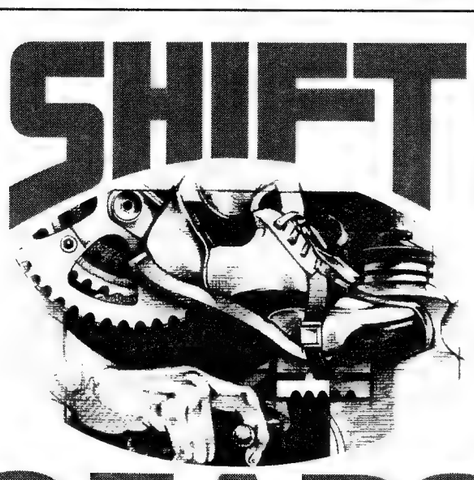
Everyone's talking about the hot new styles at the lowest prices anywhere! Get a fun frock for half price. Sale ends Friday.

50% OFF ALL DRESSES

Renee's
Westgate Mall

"Shift" Apr. 91 PMS

SHIFT GEARS



Get a head start on that career change with training at Blake Junior College!

You can survive tough economic times caused by downsizing and layoffs. Make your skills more valuable to potential employers with business and vocational training from our Displaced Workers Program.

The Displaced Workers Program is a low-cost way to improve your professional skillls. Classes are offered both day and night, and many companies participate in our tuition reimbursement plan. Call for details!

Where you can make your tomorrow today!

Blake Junior College

5612 N. Knoxville Road, Jacksonville • 555-8676

"Secretaries Week" Apr. 90 PMS

Remember your secretary during SECRETARIES WEEK

Send a beautiful "You're the Greatest" balloon and flower bouquet – be sure to order early!

Call
555-3476

You know you couldn't do it without them!
Show your appreciation for all the things they do for you every day! Choose from a wide selection of green and blooming plants and a truly unique selection of gift items!

Pleasant Hill Florist

890 S. Knoxville • Mon.-Fri., 9 a.m. to 6 p.m.

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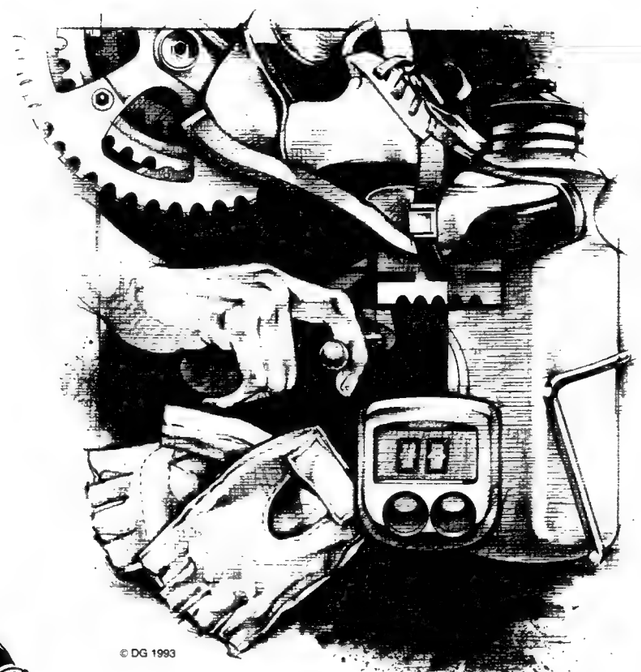

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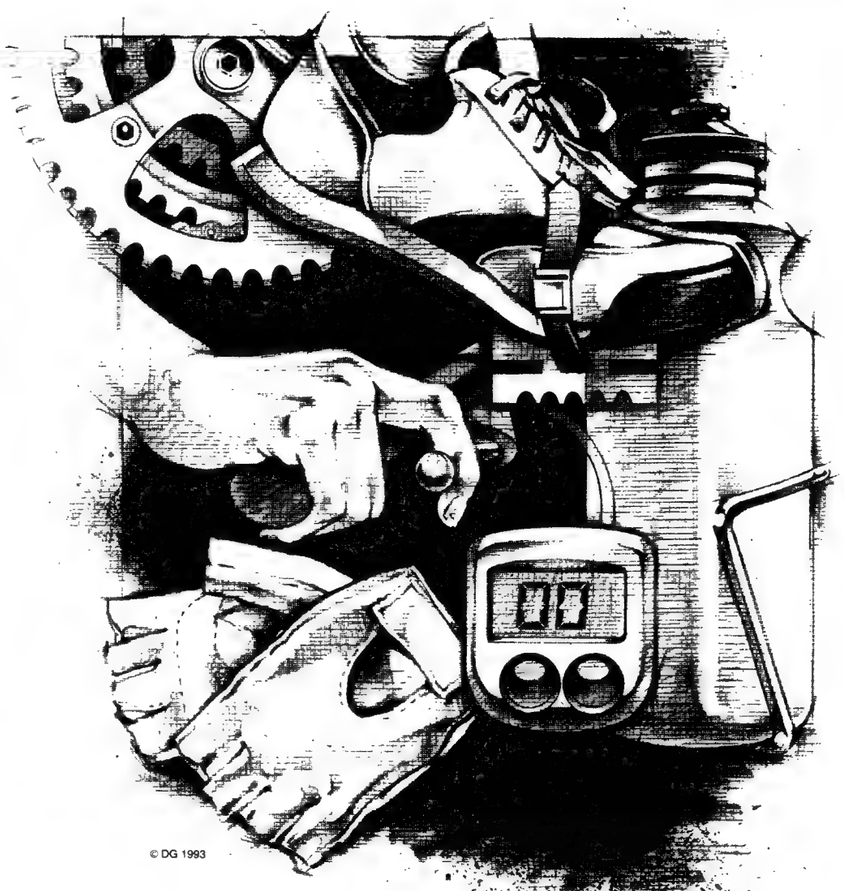

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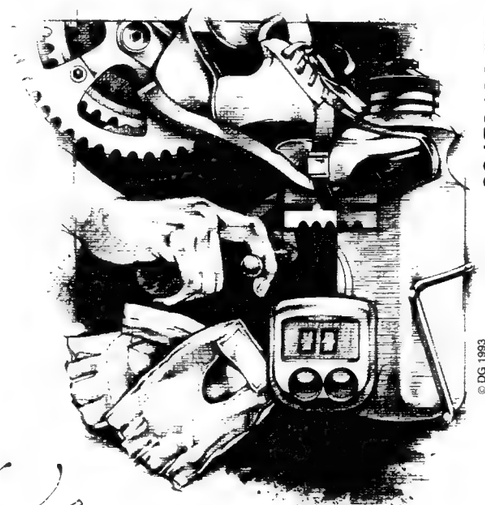

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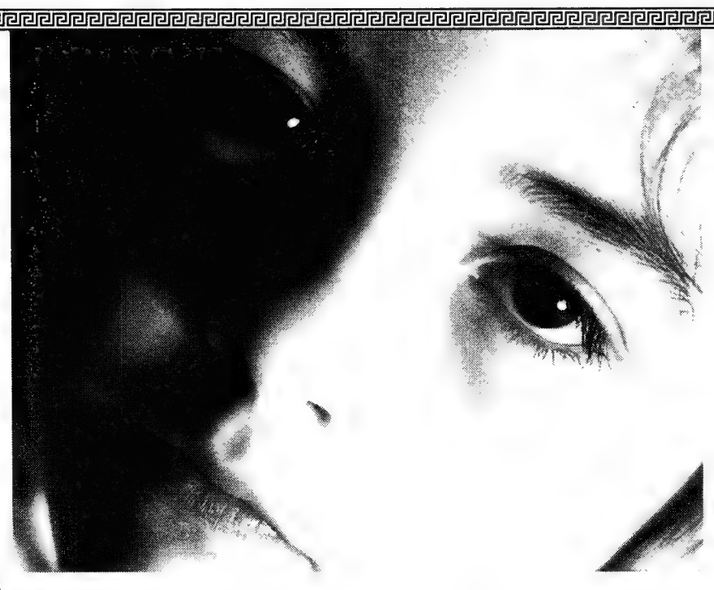


Adjusting to a new baby can be a difficult time for the entire family

The arrival of a new child should be a joyful time for everyone. The Super Sibling class, offered every Saturday in April from 1 to 3 p.m. is designed to help your child understand what Mom is going through, and the important role they will play in this new little person's life. The class costs $15 per person, and you can pre-register your child by calling 555-2789, extension 909.

ST. MARK'S MATERNITY CENTER

Joel's

Semi-Annual Kids

Shoe Sale

Present this coupon and receive an additional

20% OFF

Any pair of children's spring dress shoes

Offer good through April 30

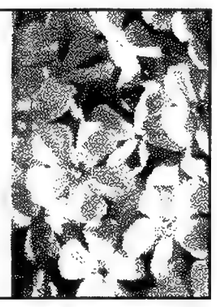
One coupon per purchase

Joel's Family Shoes

Westmont Plaza

"April Shower of Bargains" Apr. 91 PMS

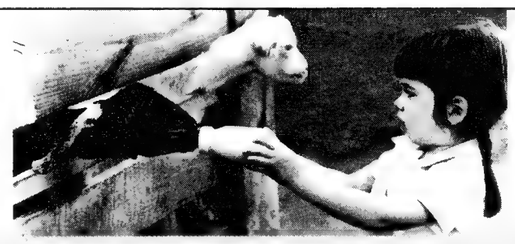
APRIL SHOWER OF BARGAINS



Great prices on a variety of garden tools on sale through April 30.

Hansen Hardware

8495 Oak Rd. • Open M-S 8-8



Save 10 to 40% on children's activewear Sweatsuits, jeans, bib overalls, T-shirts, shorts, jackets, and more on sale now!

SuperKidz Clothing

937 W. Madison St. • Open Mon.-Sat. 9-9, Sun. 12-6

"Soar into Spring!" April 88 PMS

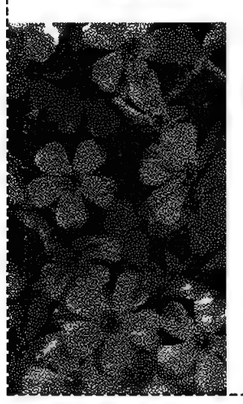
Soar into Spring!

Sharp spring styles await you at our Annual Spring Trunk Show, April 18-24. Join us for refreshments and daily showings from your favorite designers. Be sure to register for daily giveaways!

Roxanne's Boutique

593 Pine Dr. • Mon.-Sat. 10-8

Hampton's

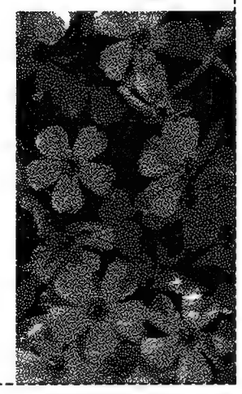


now serving brunch Saturdays and Sundays from 9 a.m.- 1 p.m.

Present this coupon on Saturday or Sunday and enjoy our delicious brunch – two for the price of one!

For Reservations call 555-9986

12684 N. Mason Ave.



THE RACE IS ON

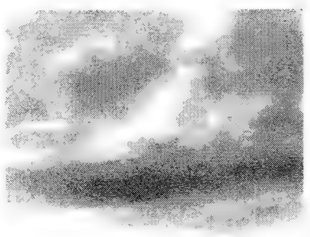
to **Sanders Factory Outlet**

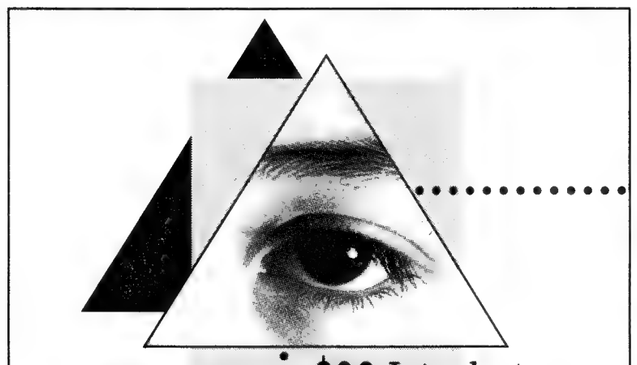
today through Saturday

20-40% off	30-50% off	40-60% off
girls' spring dresses	*men's spring suits*	*select towels & linens*

9900 Lake Drive • Open 7 days • 10-9

Flowered background on newspaper supplement cover, right, was created by flopping photo. Original photo in upper right corner was flopped left, then upper half was flopped down.





We're looking out for your health

$99 Introductory Special

Get an individual spa membership for half price! Sign up today at any of our metro area locations! This offer expires Friday, April 30.

Springer Spa

Tilton Mortuary

856 West Ravina Road

555-9234

Get Set for SUMMER '93

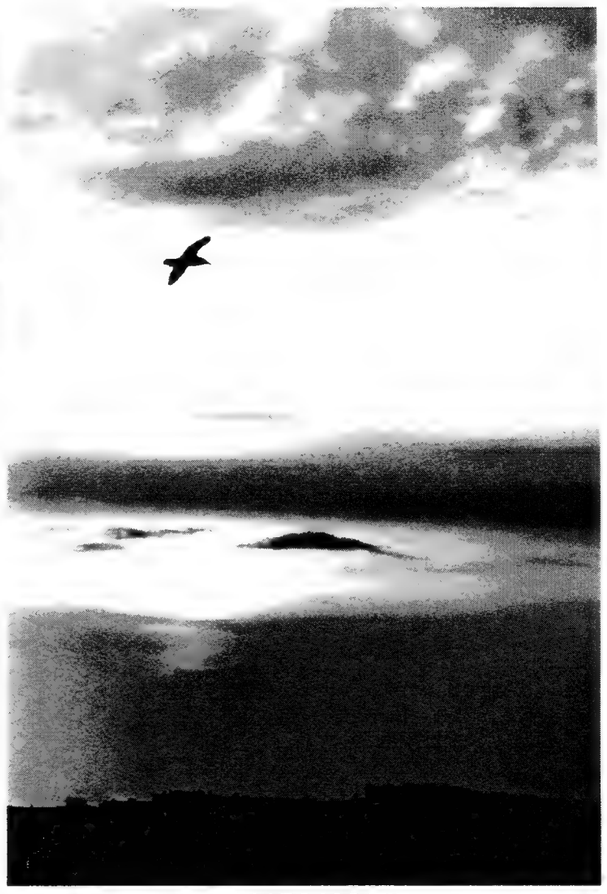
Special

SUMMER FASHION

Sneak Preview

Supplement to The Daily Times
Sunday, April 25, 1993

113P0493.TIF



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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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114P0493.TIF
008P0493.TIF (Gray Scale)

110P0493.TIF

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Enjoy Spring By Taking Good Care Of Yourself

FREE BLOOD PRESSURE AND BLOOD SUGAR SCREENINGS ARE AVAILABLE AT

WILSON MEDICAL EMERGENCY CENTER
1200 North Washington Avenue

MONDAY, APRIL 12, 8 A.M. TO 4 P.M. - BRING A FRIEND

Don't Forget– Easter Sunday Is April 11th!

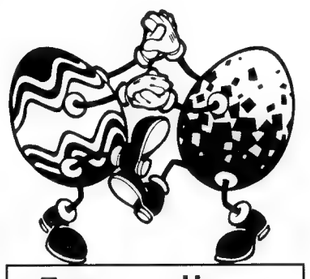
Shop early for the best selection of Easter cards, decorations, candy, toys, and gifts items!

Harmony Card and Gift Shop
840 Wesley Rd. • M-S, 9-8

Get The Jump On Easter Fun

Find all your Easter needs right here!

Harmony Card and Gift Shop
840 Wesley Rd.
Mon. - Sat., 9-8



*Eggs*cellent Easter Card and Gift Ideas

Harmony Card and Gift Shop
840 Wesley Rd. • M-S, 9-8

WE'RE ALWAYS

Happy

TO SERVE YOU

WONDERING "WEATHER" OR NOT TO GO AHEAD WITH THE PICNIC YOU PLANNED?

Don't let bad weather rain on your parade! Be sure to check the daily weather forecast every morning on the front page of the Hillside Daily News. Don't leave home without it!

THE HILLSIDE DAILY NEWS

SECRETARIES DAY

WEDNESDAY, APRIL 21

Treat your secretary to a truly elegant lunch! The first 100 secretaries receive a long-stemmed red rose with our compliments!

ANTHONY'S PARKSIDE CAFE
206 W. Moss Ave. • Open 7 days, from 10 to 7

It's Only Natural You'd Plant Yourself Right Here This Spring.

Brighten up your world with all of the fresh spring styles and fun family events you'll find here. Our wide selection and friendly service make us the place to be!

WESTWOODS MALL
1208 Westmont • Open Mon.-Sat. 10-9, Sun. 12-5

UNDER THE WEATHER?

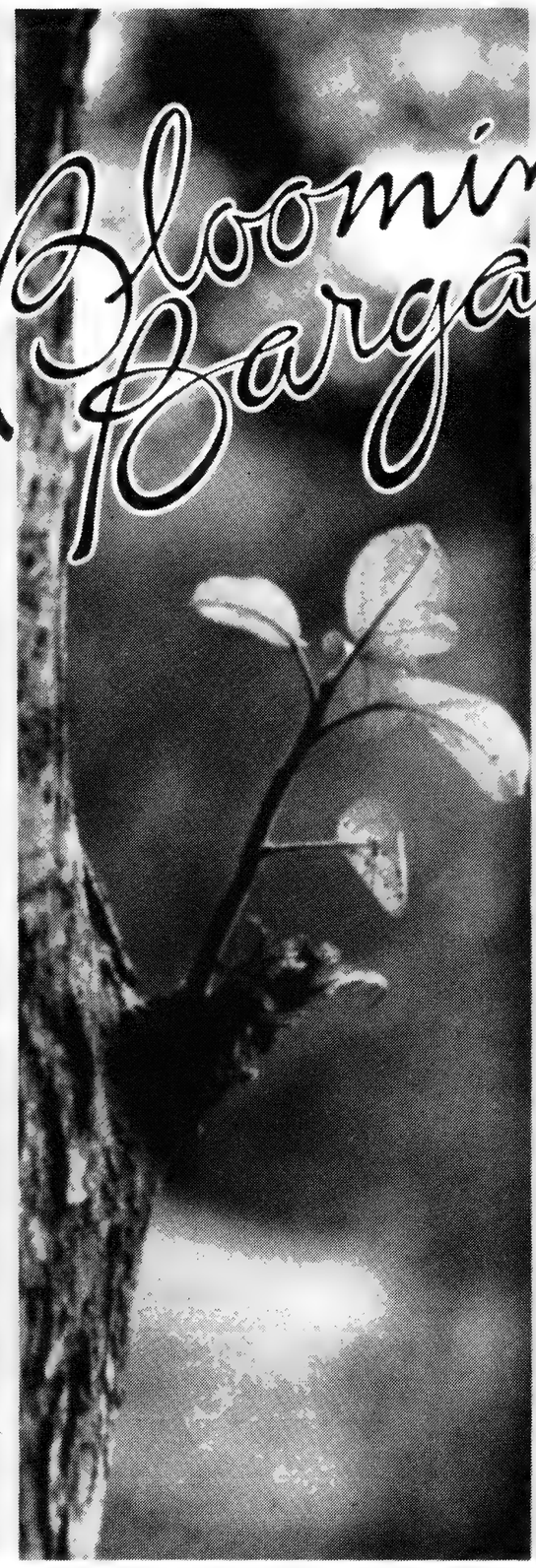
Just stay indoors! We'll deliver that prescription directly to you free of charge.

FAMILY PHARMACY
985 Pine • 555-7541

April Shower

DISCOUNTS FOR EVERYONE

CALL NOW FOR A FREE, IN-HOME CONSULTATION
ALTON ALUMINUM SIDING
555-9090



Shop 'til you drop with all of the great prices at our Spring Savings Spectacular

You're gonna love all the new spring styles coming in daily. Great transitional clothes to bridge the gap from winter into spring, as well as bright, airy spring dresses and casual styles for you.

Save 10 to 20% On All New Spring Arrivals!

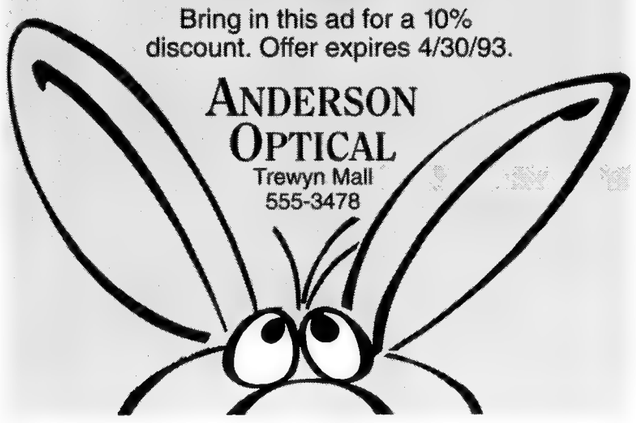
Stephanie's Fashion Boutique

705 Ford • Mon.-Sat., 10 to 8

Quick Like A Bunny

Our technicians will have your eye glasses ready in about one hour!

Bring in this ad for a 10% discount. Offer expires 4/30/93.



ANDERSON OPTICAL
Trewyn Mall
555-3478

SAVE 20%

ON SELECTED HOME REPAIR ITEMS NOW THRU SUNDAY

IT'S TIME TO START FIXING UP YOUR HOME

Those home repair jobs you've been putting off all winter are staring you in the face. Don't sweat it! Get everything you need right here.

THE DO-IT-YOURSELF CENTER
9051 South Rentfroe • Open Mon.-Sat. 8-9, Sun. 10-6

BLACK PLATE

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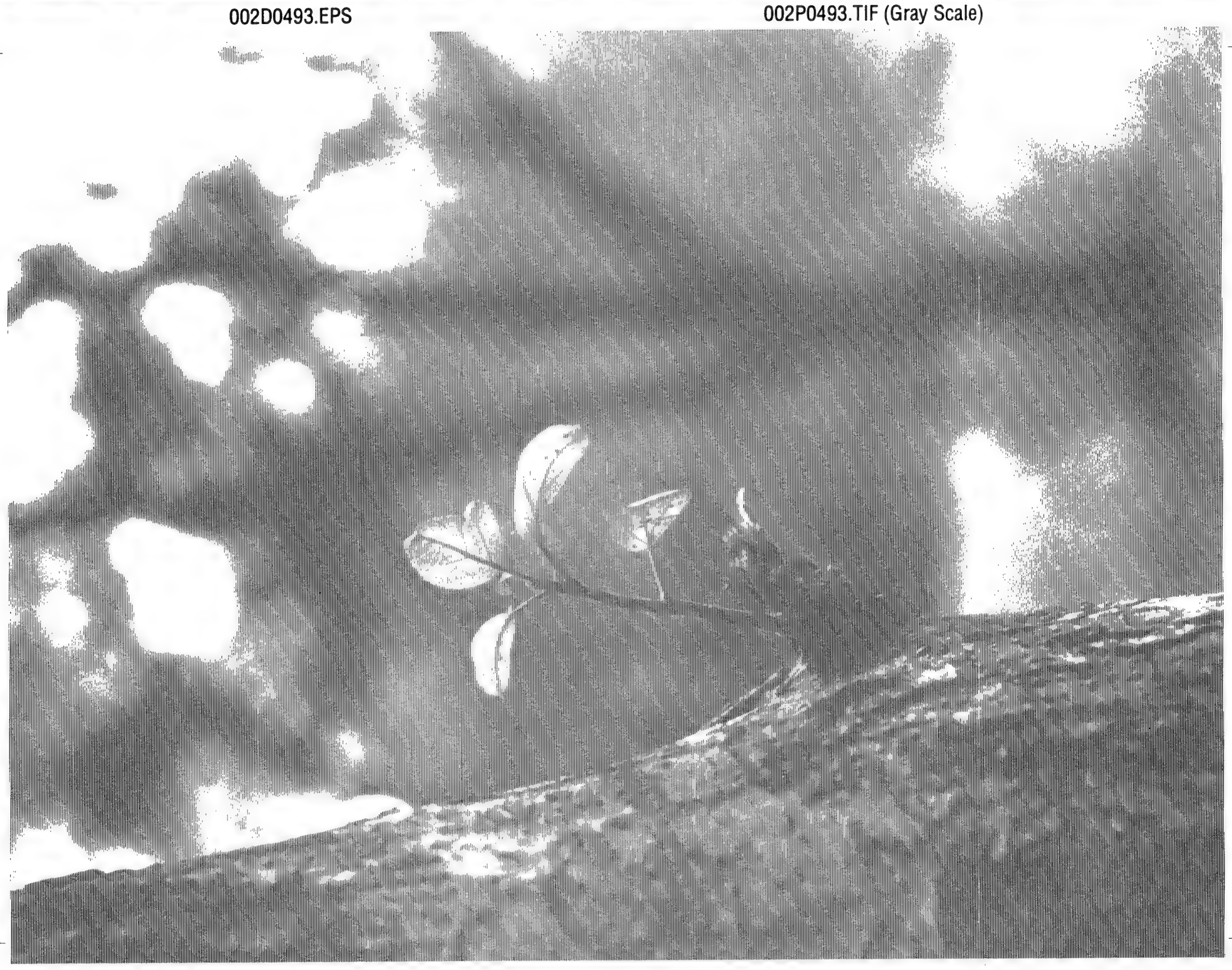

COLOR PLATE

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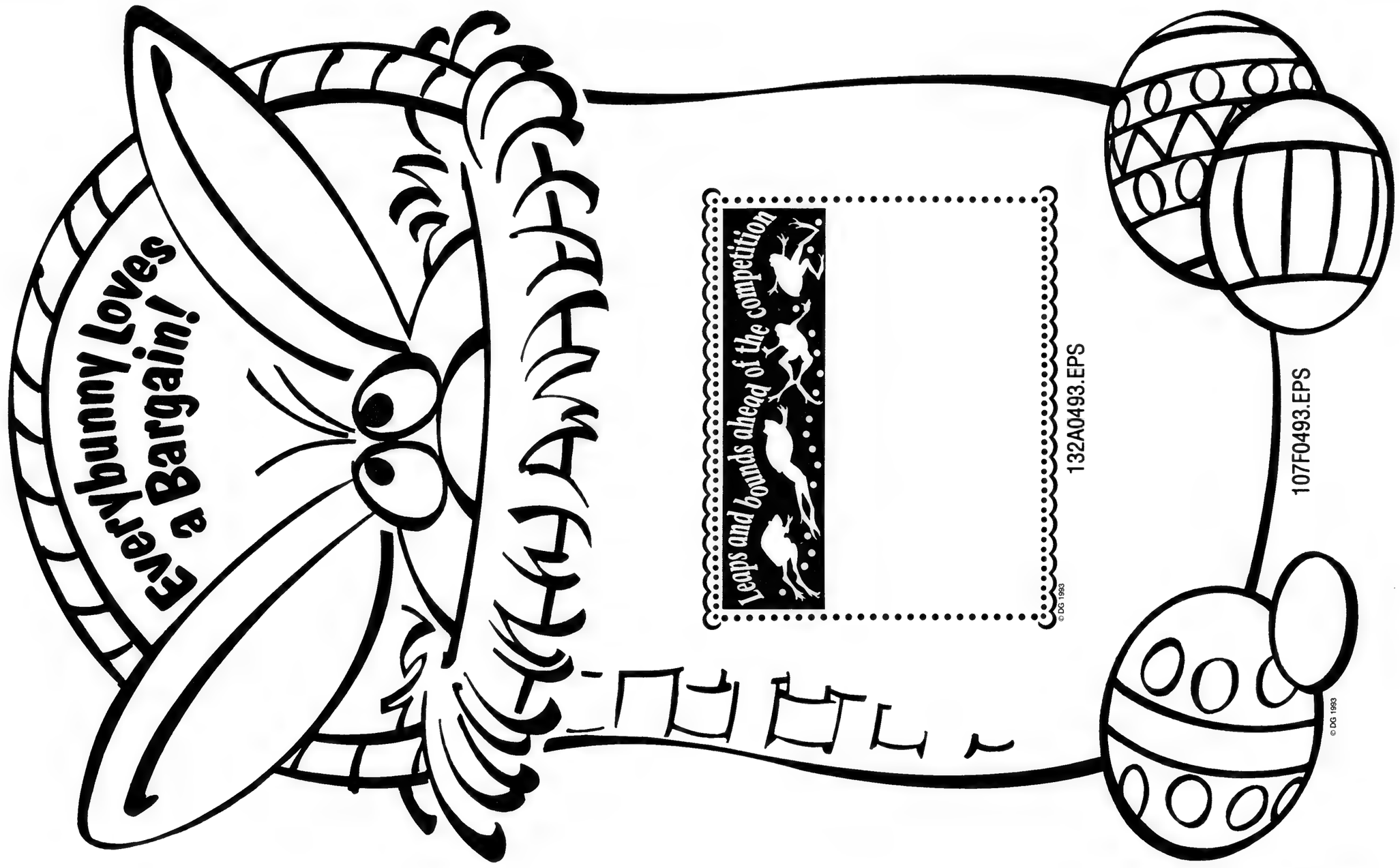

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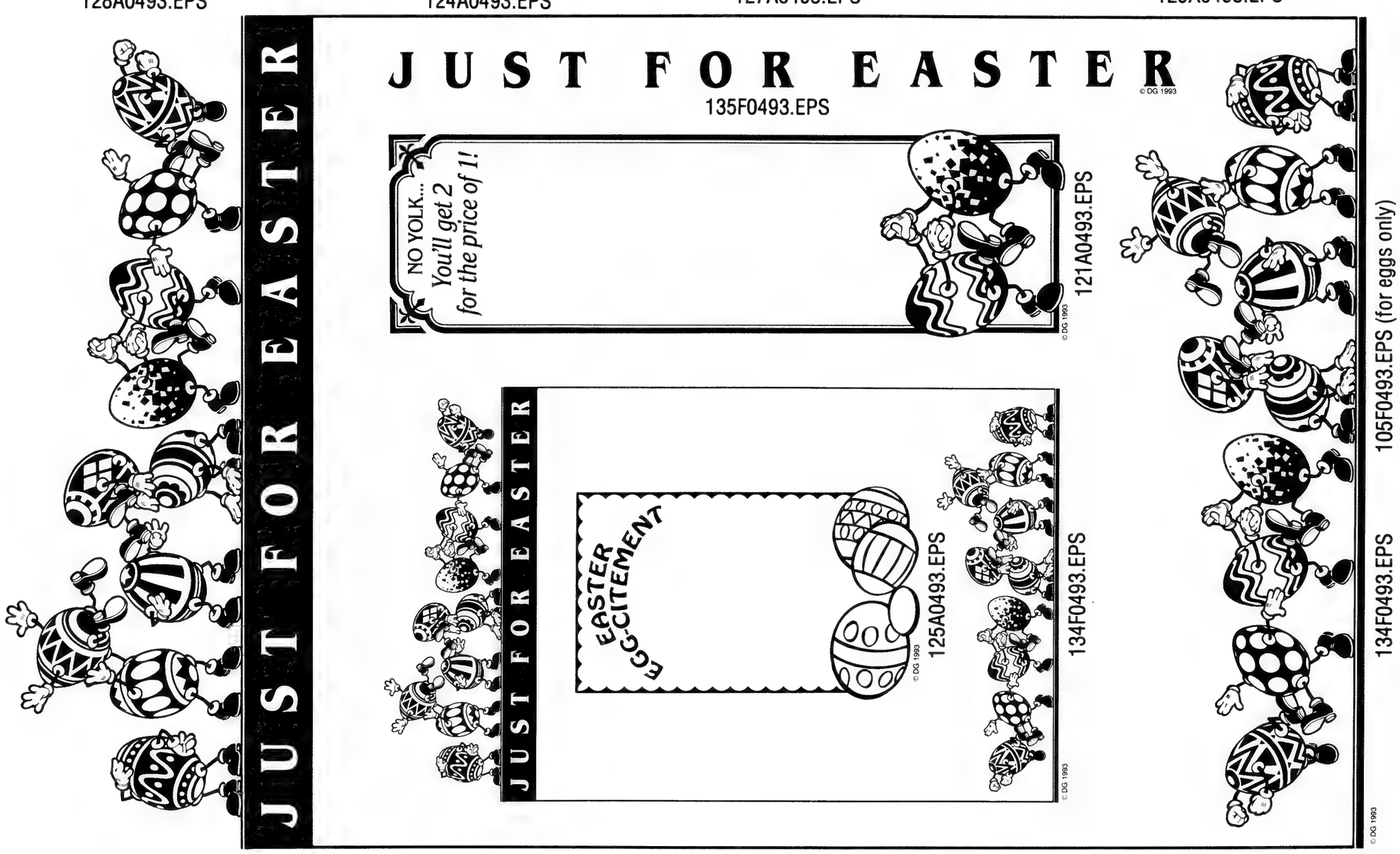

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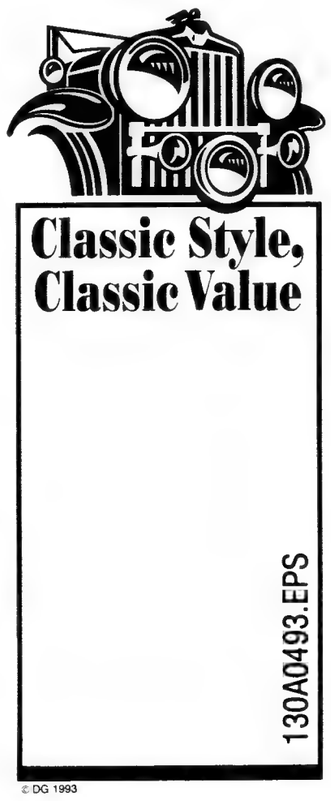

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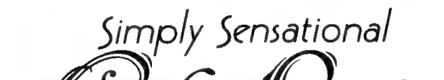

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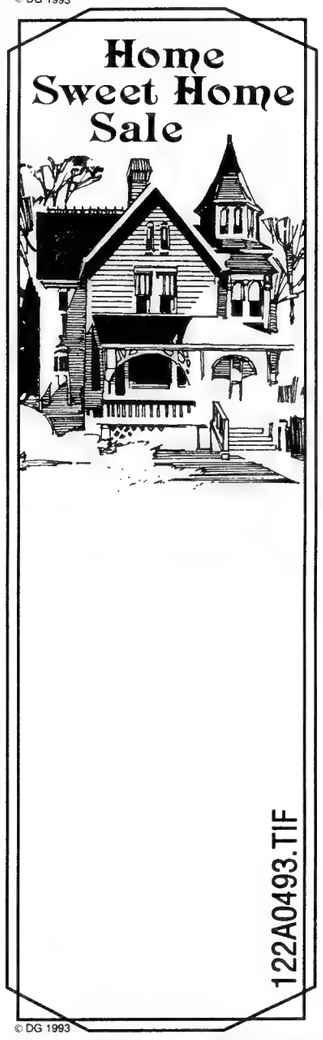

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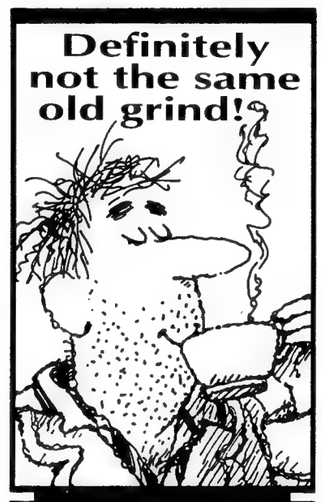

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Everybunny loves a Bargain! © DG 1993

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Backyard BARBECUE FAVORITES © DG 1993

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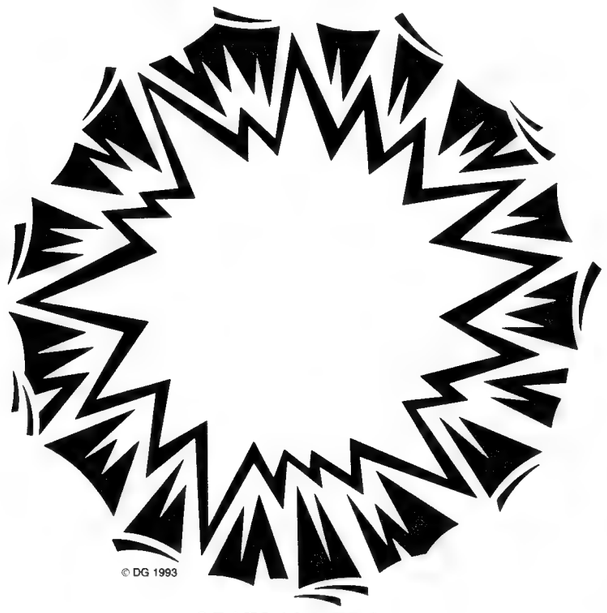

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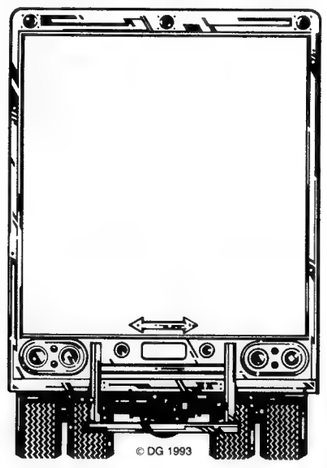

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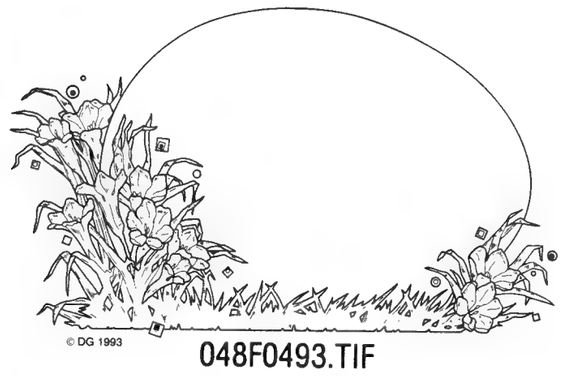

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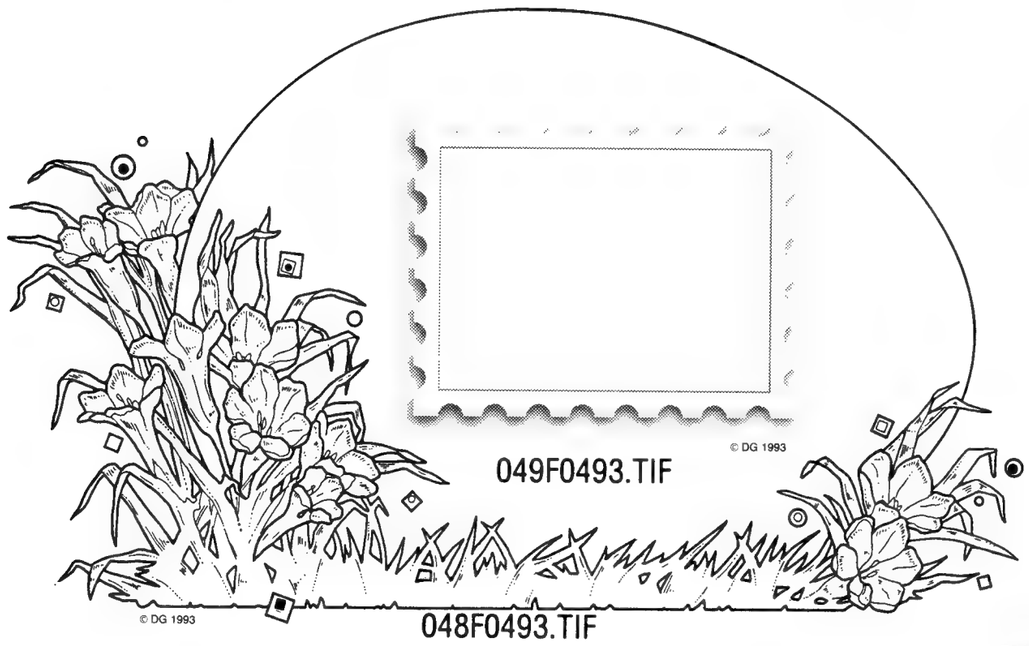

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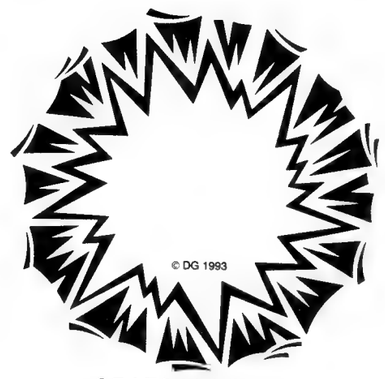

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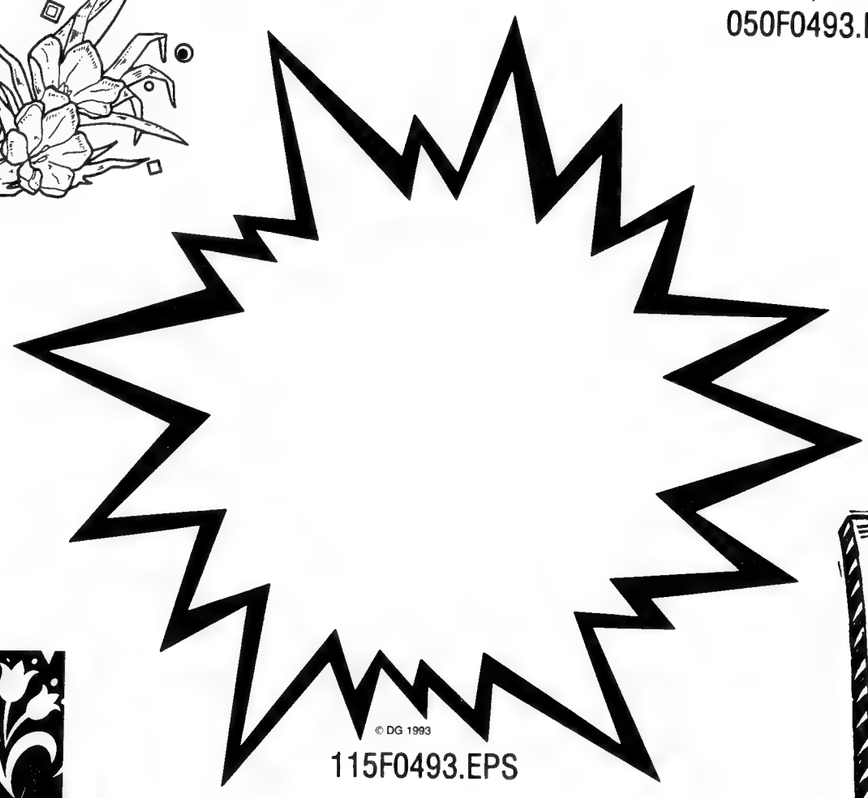

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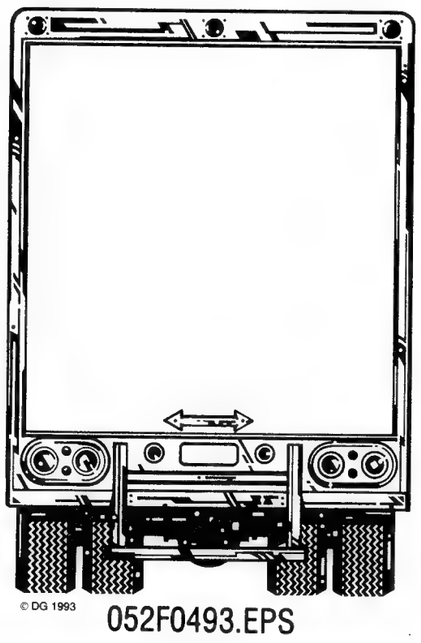

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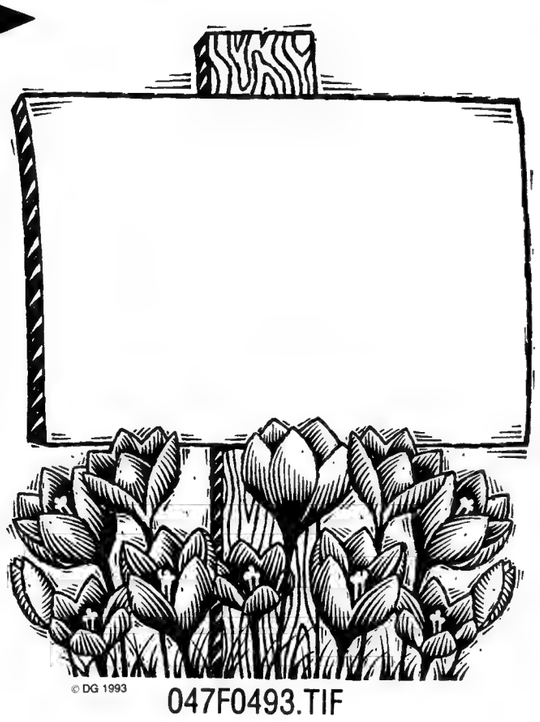

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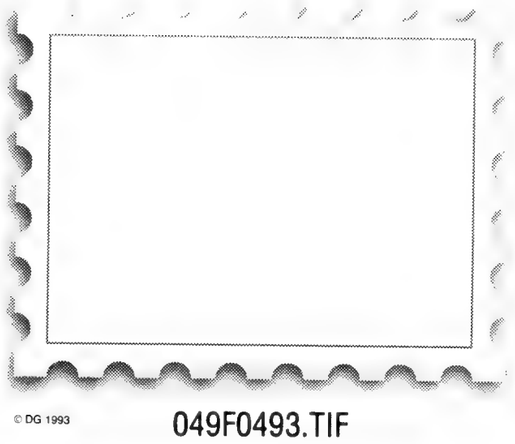

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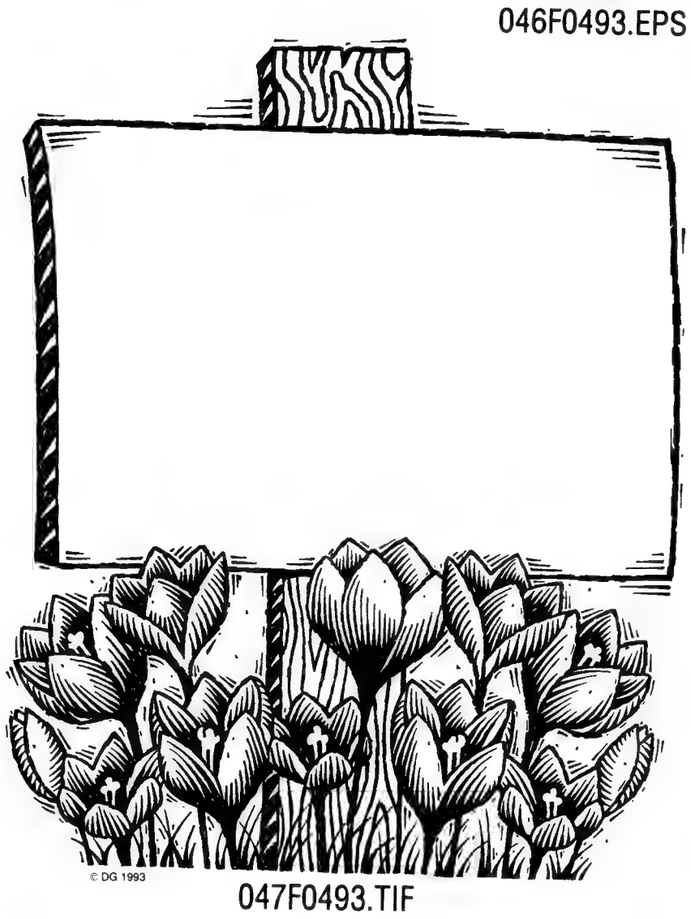

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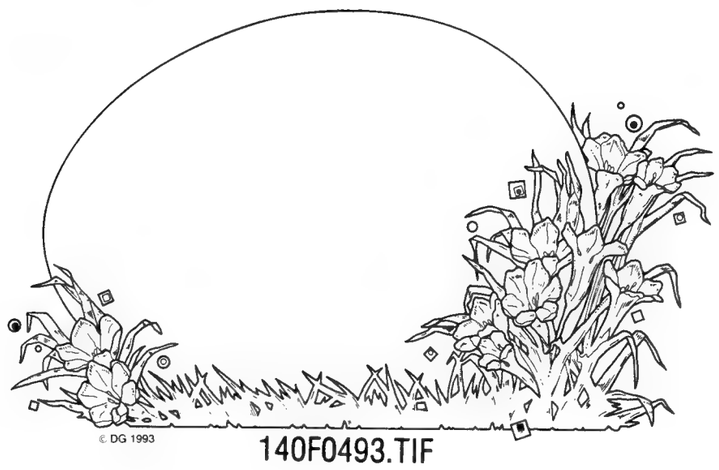

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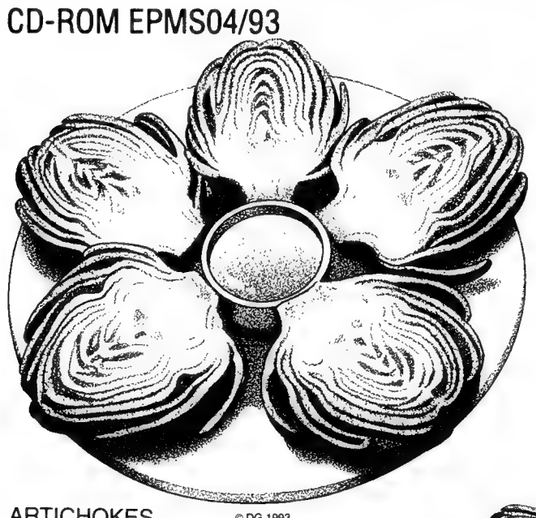
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ARTICHOKES
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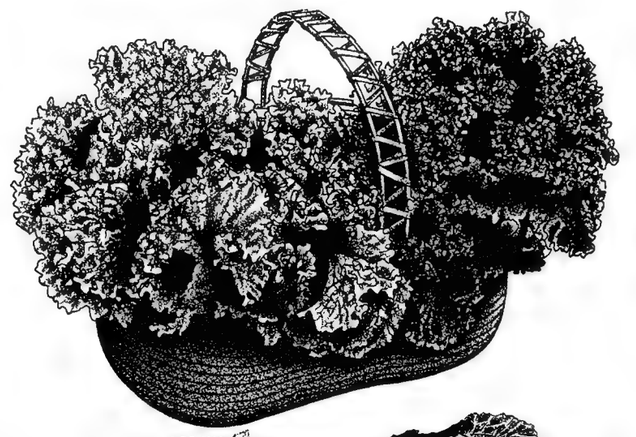
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MUSTARD GREENS,
COLLARD, KALE
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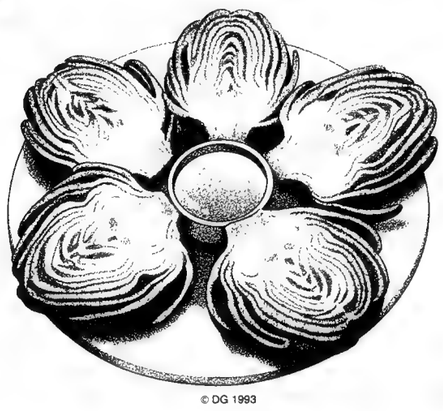

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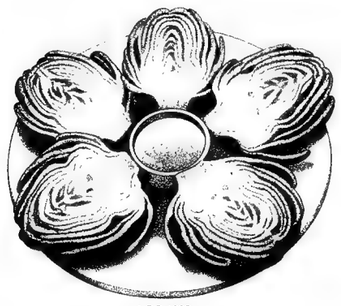
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Potato Salad
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CORNISH HENS
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Fruit Salad
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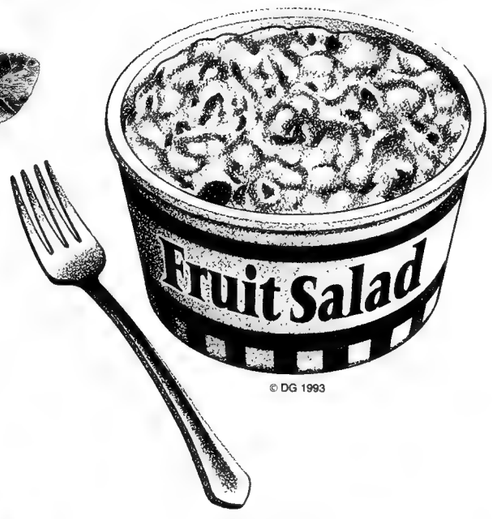
Fruit Salad
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WHIPPED FRUIT SALAD
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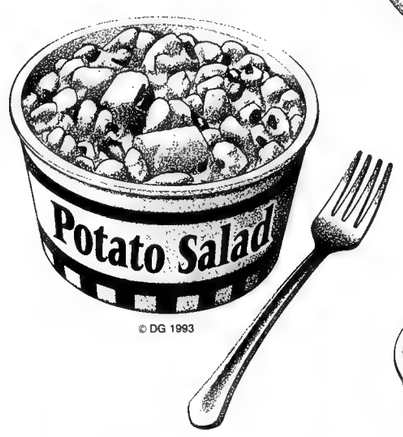
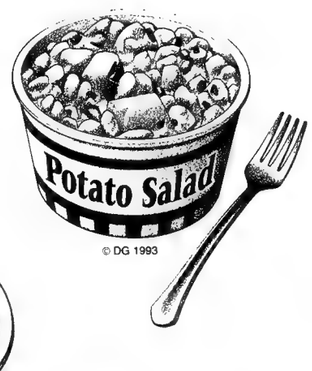
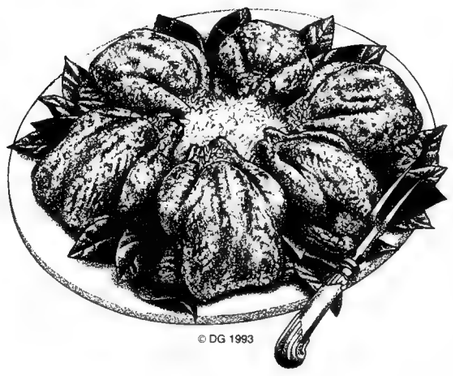

Potato Salad
© DG 1993


Potato Salad
© DG 1993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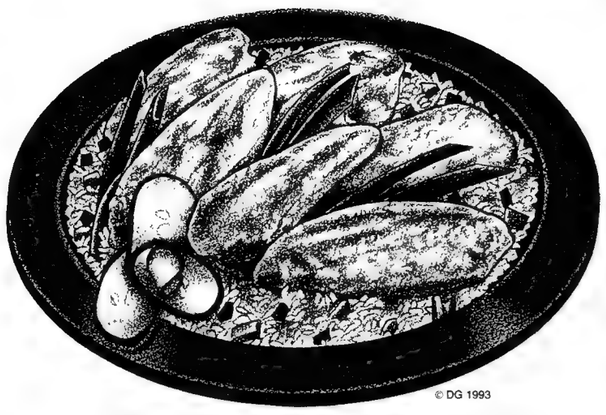
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BONELESS, SKINLESS CHICKEN BREASTS
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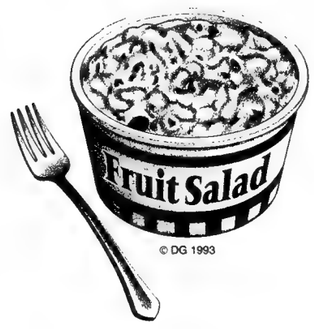
Fruit Salad
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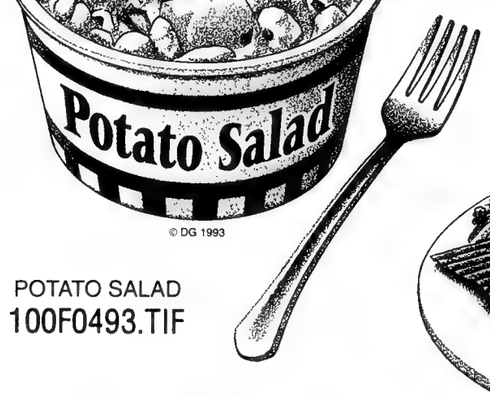
Potato Salad
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POTATO SALAD
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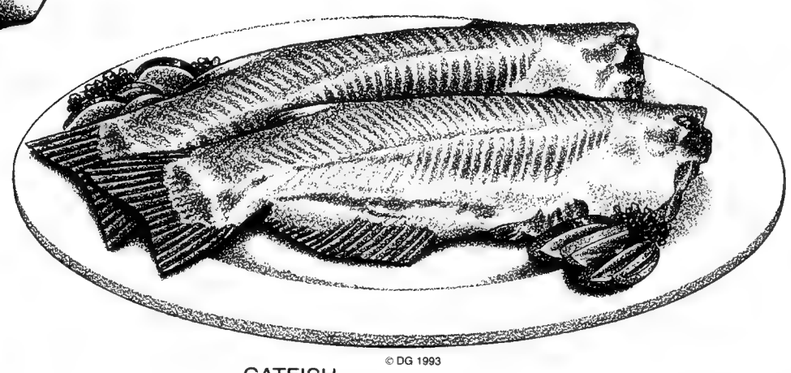
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CATFISH
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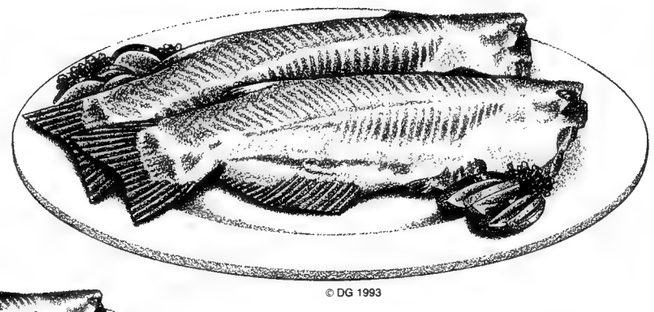
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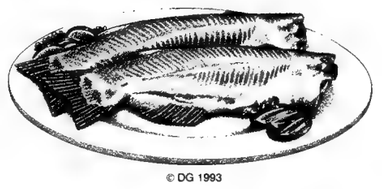
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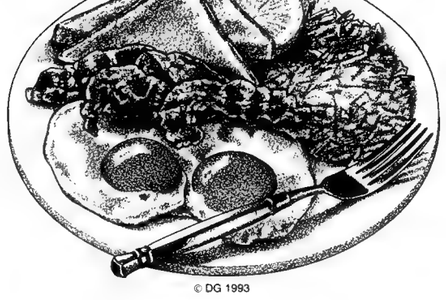
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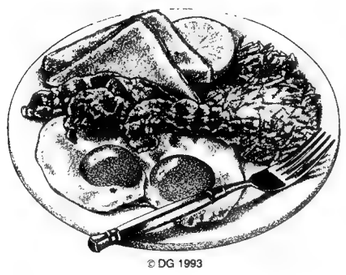
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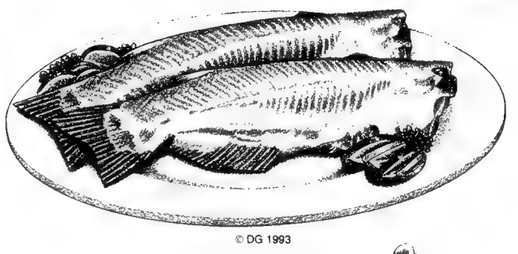
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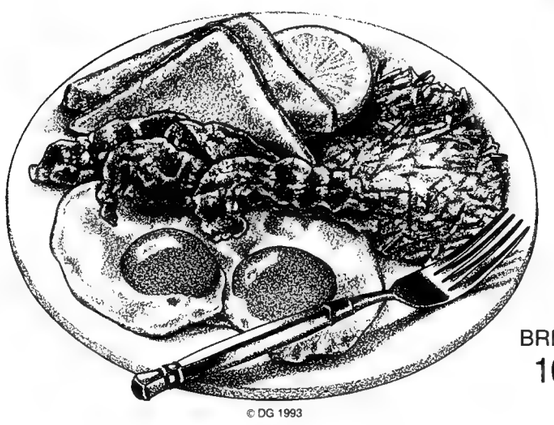
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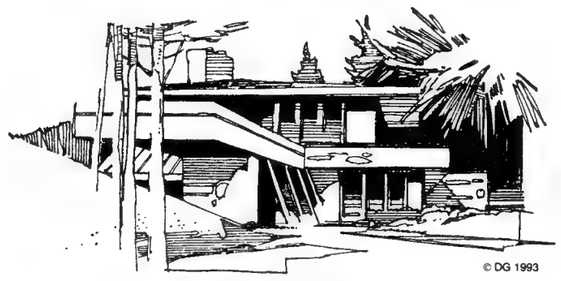

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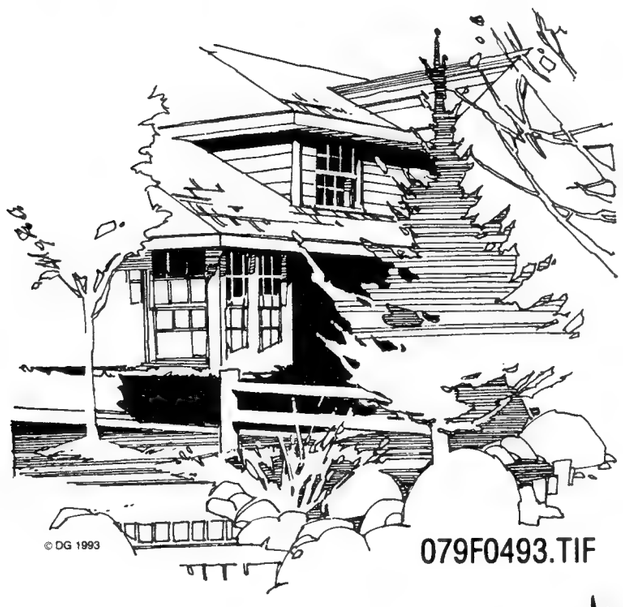

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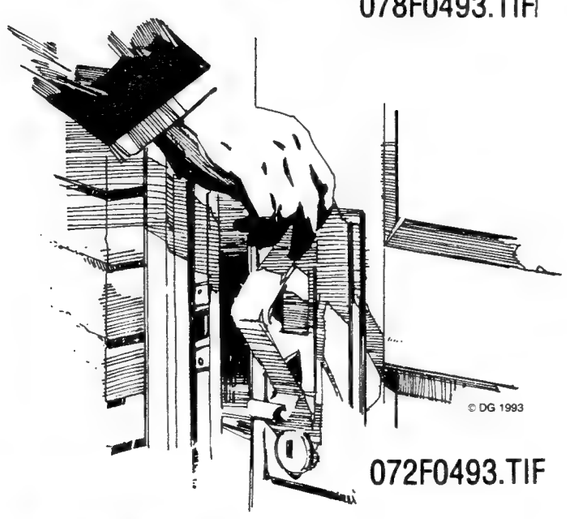

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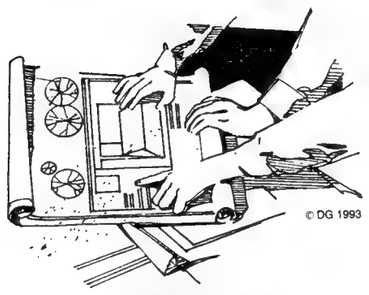

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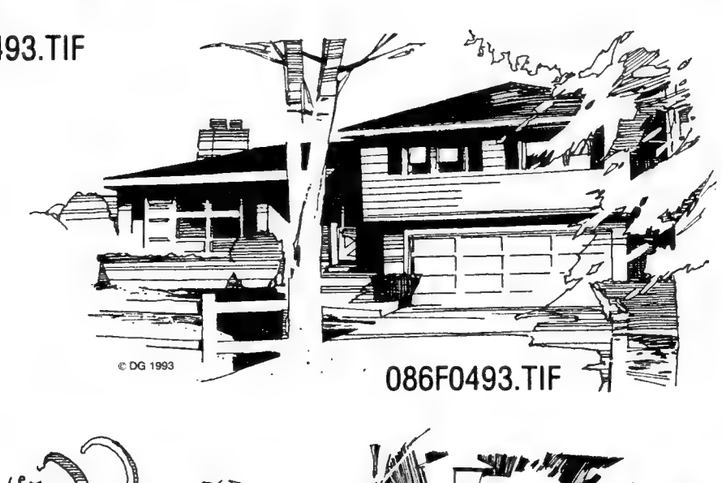

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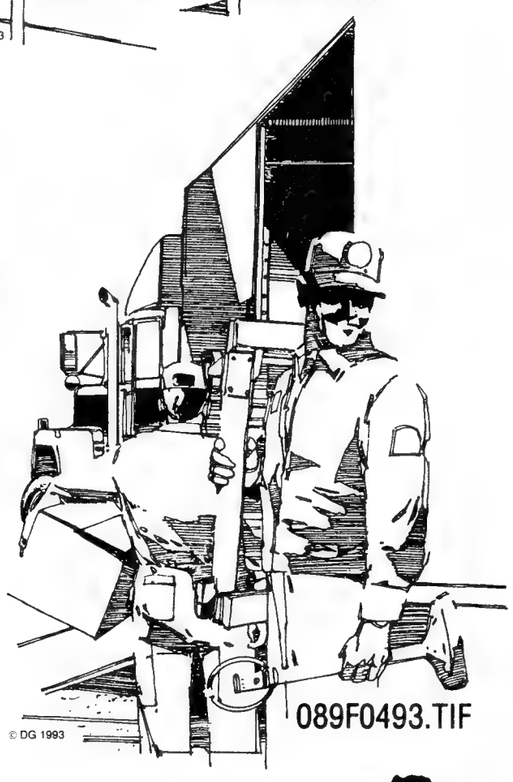

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An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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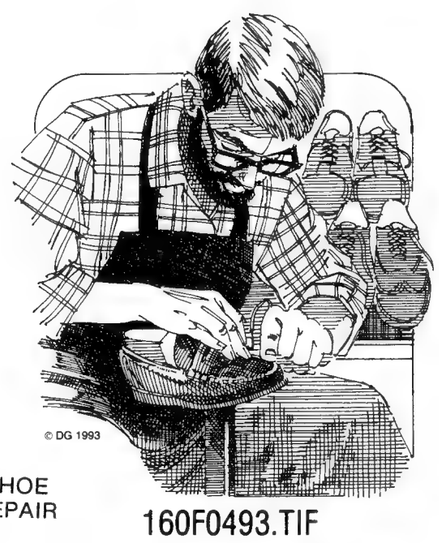

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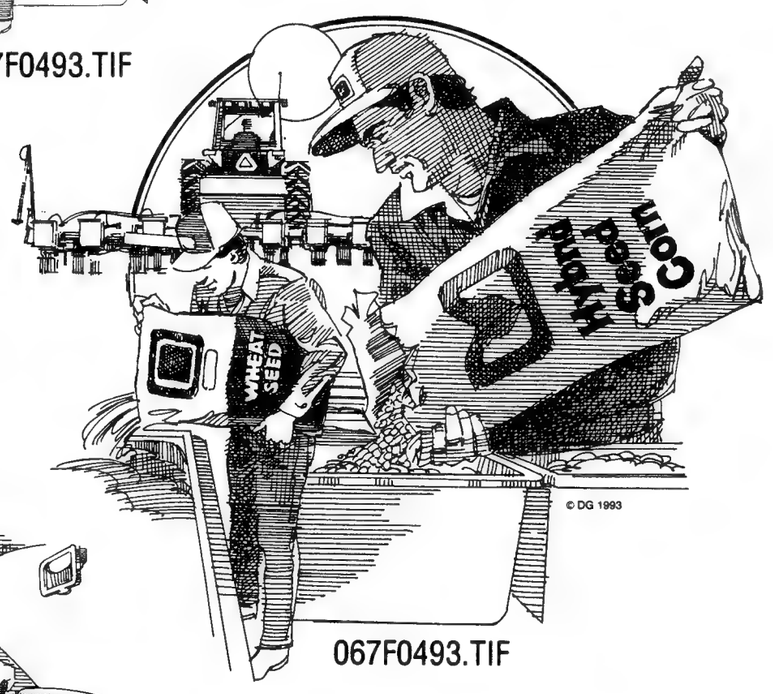

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FARM SEEDS & EQUIPMENT

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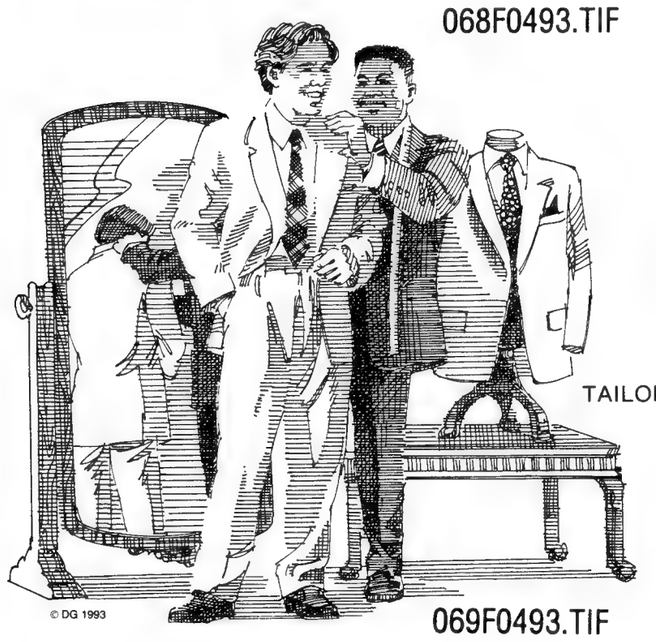

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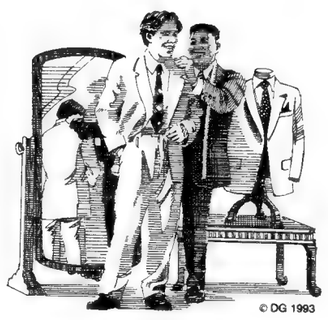

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LANDSCAPING

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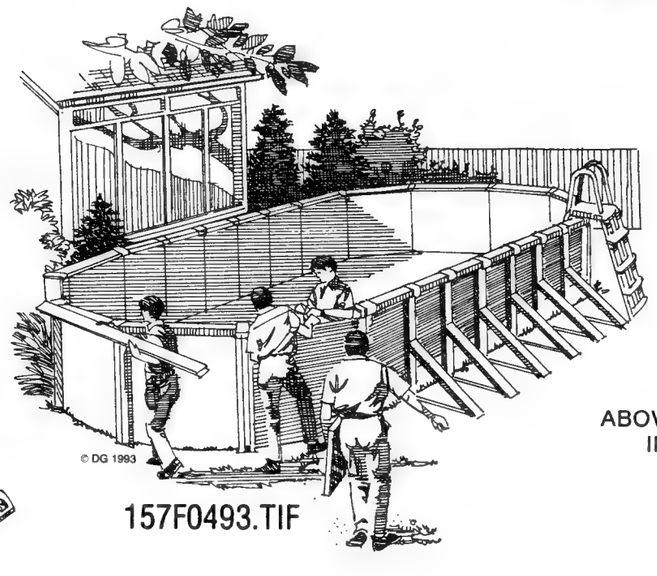

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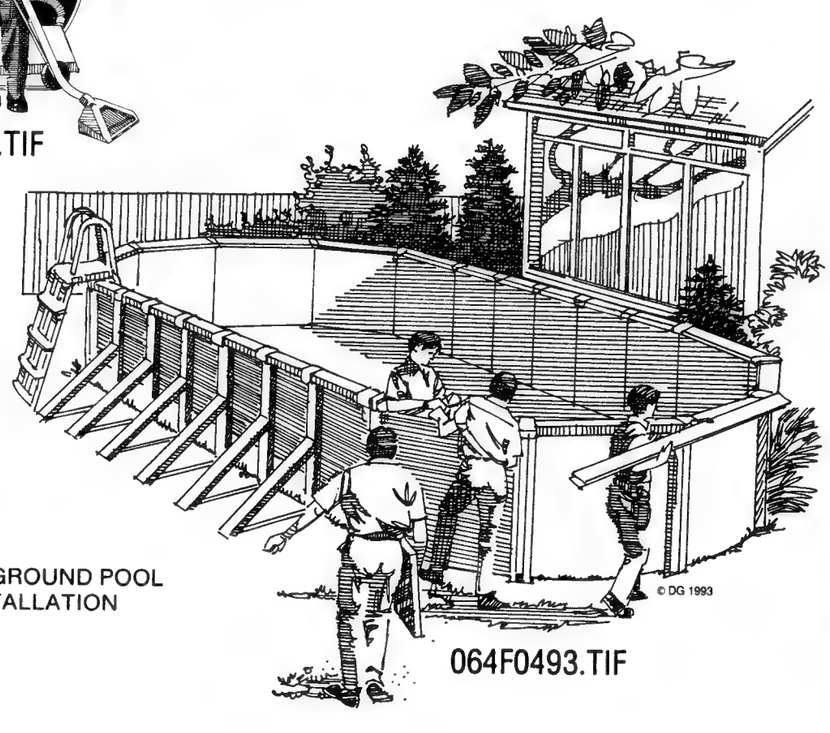
ABOVE GROUND POOL INSTALLATION



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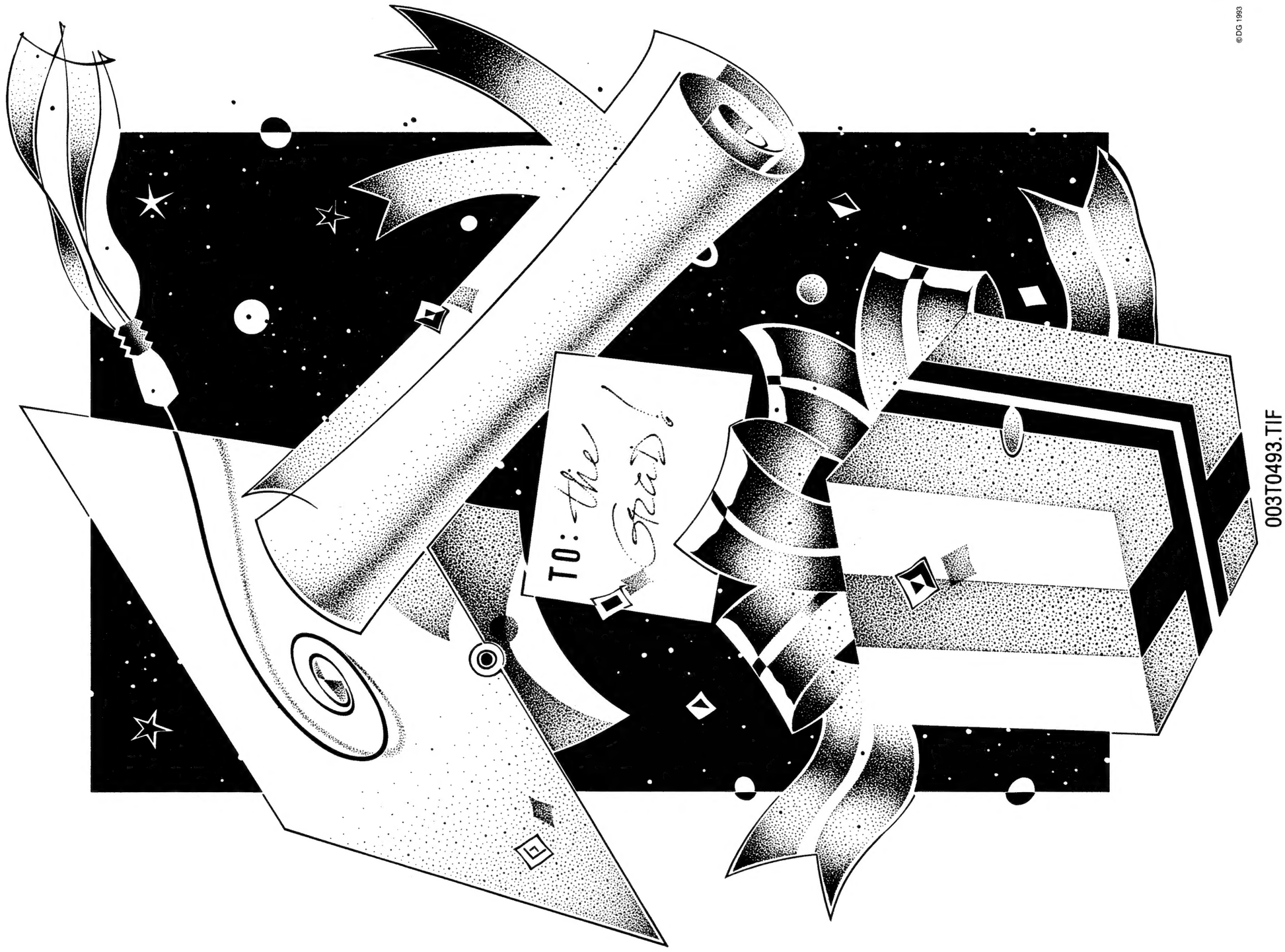

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003T0493.TIF

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

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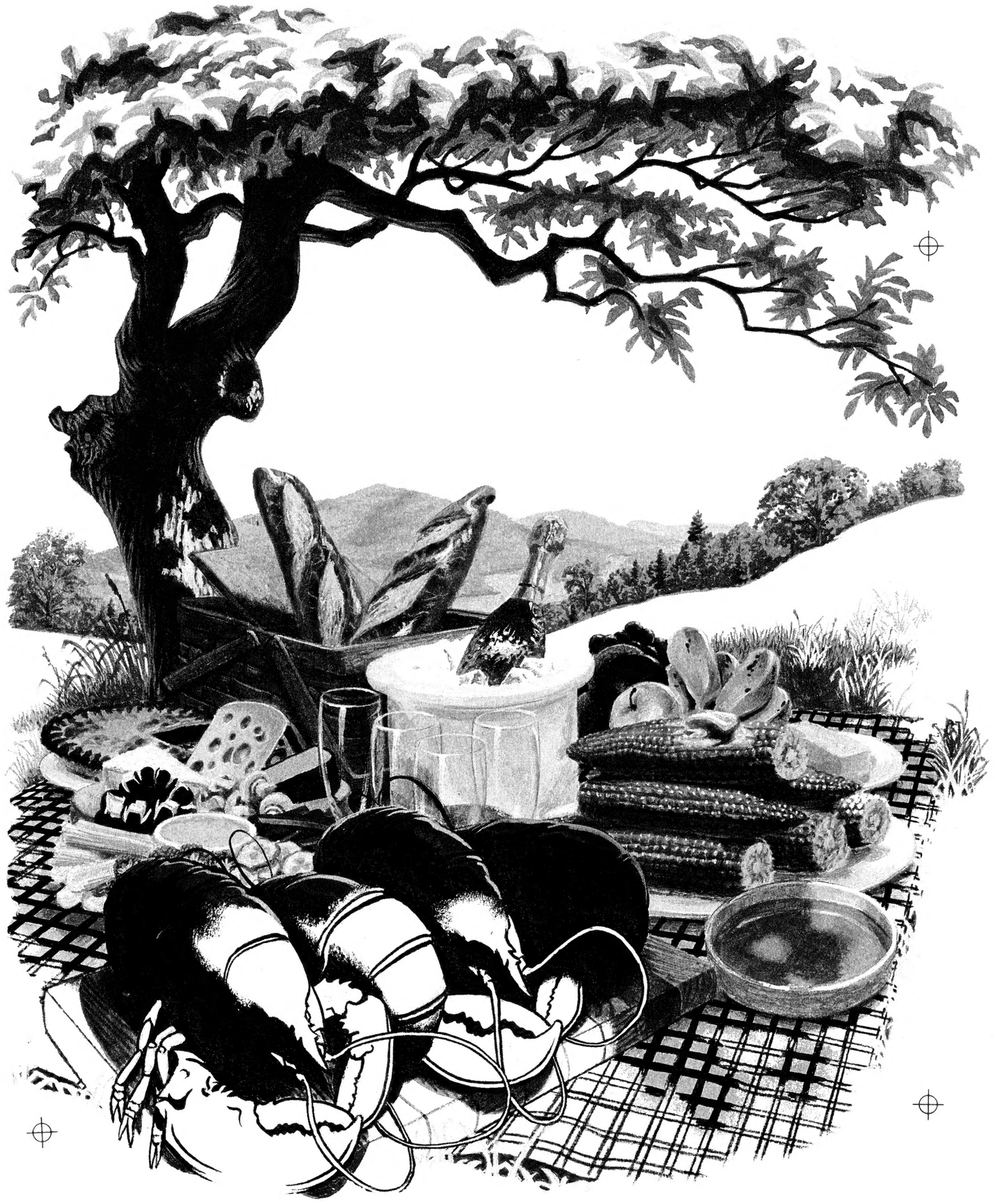
001C0493.TIF

001C0493.EPS (Color Seperated)



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• RED PLATE

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• YELLOW PLATE

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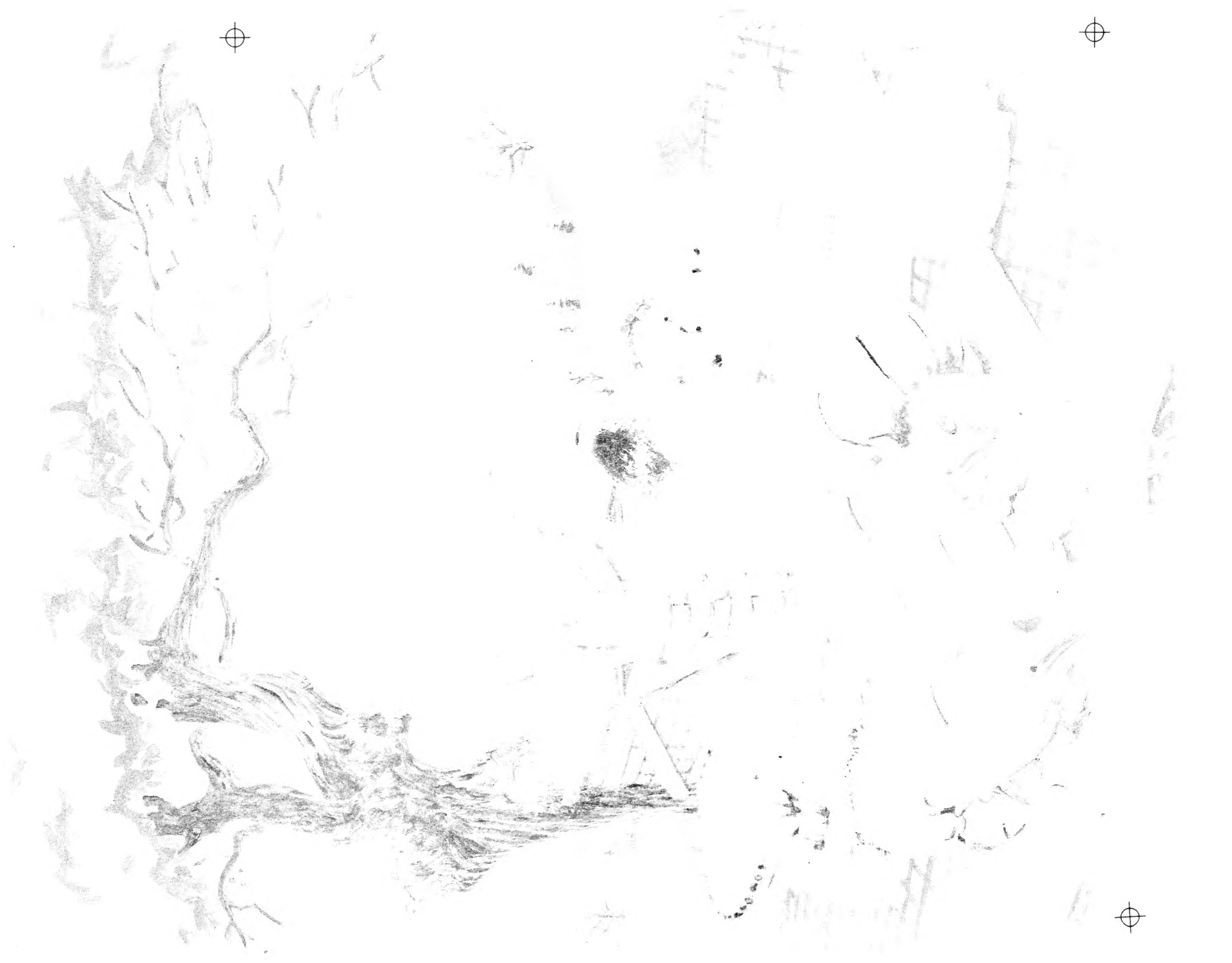
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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